

Modern

LITHOGRAPHY

MAY - 1955 - VOLUME 23 - NUMBER 5



Milwaukee



May 6-7



In this issue

NALC Program • Eight, TEN Color Presses
Web Section Meets • LNA Awards

Permanent Sky Blue Lake 2836P-2

Senelith Inks

Were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

Our booklet "Inks, Lithographic and Printing" may be obtained on request

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York 13, N. Y.

NOW! at no extra cost!



FREE ... on all future deliveries to our customers:

R&P's NEW DOUBLE-STRENGTH LACED ENDS
PROVIDE STRONGER DRAWSTRING TENSION

... assuring trouble-free, tighter,

rounder, truer, longer-lasting,

more economical dampener

roller covers.

R&P's new double-strength laced ends save time, money, down-time, and production headaches . . .

They've been tested.

And the beautiful part is—they are now provided on all dampener roller covers supplied by Roberts & Porter *at no extra cost, absolutely free*, as a special service to all our customers . . .

This is another Roberts & Porter first . . . available on all dampener covers except those in the duplicating field . . .

Like the difference between sow's ear and a silk purse, R&P's new double-strength laced ends are a far cry from tying by hand, sewing by hand, or even the first machine-laced ends . . .

R&P's new double-strength laced ends provide the strength for maximum drawstring tension necessary for trouble-free, efficient and economical dampener roller covers.

Order yours from Roberts & Porter today! They're tested!

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INCORPORATED

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DETROIT
1025 Brush St.

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344 N. Vermont Ave.

CLEVELAND
1825 East 18th St.

SAN FRANCISCO
1185 Howard St.

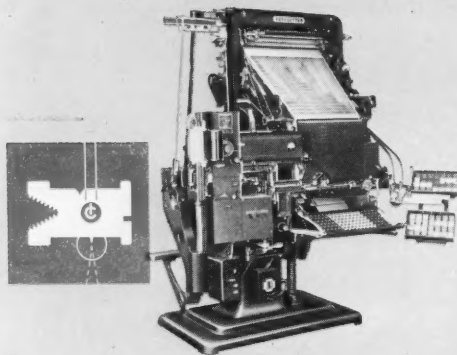
PHILADELPHIA
1205 Hamilton St.



ALL ORDERS SHIPPED FROM THE R & P OFFICE NEAREST TO DESTINATION

Do you know that
these 9 type faces
are available
only on the
INTERTYPE
Fotosetter
?

*If it isn't made
by Intertype,
it isn't a Fotosetter*



Intertype
CORPORATION

360 Furman Street, Brooklyn 1, N. Y. Chicago,
San Francisco, Los Angeles, New Orleans, Boston
In Canada: Toronto Type Foundry Co. Ltd. Toronto,
Montreal, Winnipeg, Vancouver, Halifax

*Fotosetter is a registered trademark
Text: Fotosetter Century Schoolbook*

Antique Roman BANKERS ROMAN ENGRAVERS GOTHIC

These three Fotosetter faces originated from designs made by engravers especially for the exacting requirements of their art. These types, exposed sharp and clean on film, reproduce the finest hairlines and serifs with fidelity, and provide the basis for crisp, clean letter images on the plate. Letterheads, calling cards, statements, and all types of printing for the professions gain added prestige from the use of these faces.

Lucia Script
Embassy Script
Nuptial Script
Stuyvesant Script

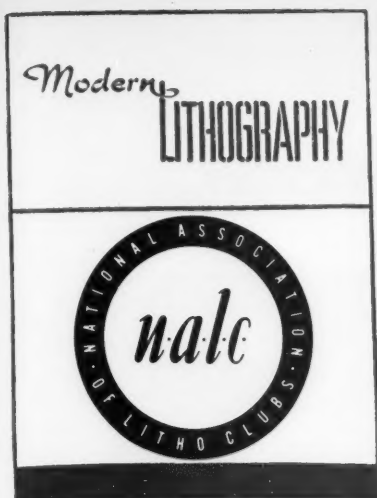
A fine group of delicate script designs for distinctive social announcements in the best tradition. These faces reproduce with equal clarity and sharpness by all printing methods, whether from line engravings, offset plates or intaglio engravings. These scripts are equally useful in heads for financial reports, announcements, occasional display lines, signatures, etc. The wide range of sizes possible by enlargement offers the typesetter extra utility in the use of these faces.

Catalina

This eye-catching design provides great flexibility and interest in contemporary advertising. It is equally effective for the spot word, title or secondary head which the designer wishes to emphasize. The imaginative layout man will achieve excellent effects with this face in display for stationery, book pages, covers, broadsides, folders and advertising pieces of all kinds. A unique feature of Catalina is that it can be justified ten per cent of the line length and still maintain the joining feature.

Old English

This version of the black letter of medieval times still finds use today in ecclesiastical, educational and historical printing. It conveys the feeling of age, tradition and time-honored precedents in keeping with archaic subjects. Old English is particularly appropriate in church documents, diplomas and certificates.



THE COVER

Some of the scenes in Milwaukee that will greet litho club members from all parts of the country May 6 are shown on this month's cover. Turn to page 39 for the program of the 10th annual convention of the National Association of Litho Clubs, which will meet there.

WAYNE E. DORLAND
Editor

RALPH E. DORLAND
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

VOLUME 23, NUMBER 5

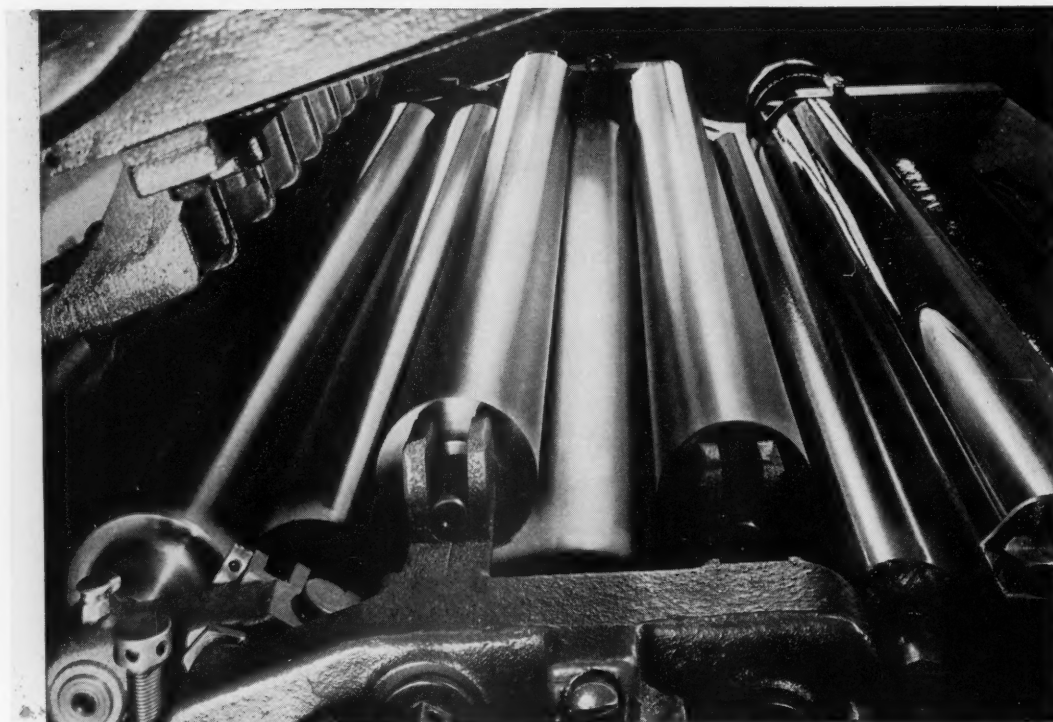
MAY, 1955

SUBSCRIPTION RATES: One year, \$3.00; two years, \$5.00. Canada and Pan America, one year, \$4.00; two years, \$7.00. Foreign, one year, \$7.00; two years, \$12.00. Group subscriptions (U. S. only) Four or more entered as a group, \$2.00 each. (May be sent to different addresses.)

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Address all correspondence to Box 31, Caldwell, N. J.

Fine presses deserve the complement of **Fine Rollers**



Many of America's finest presses are equipped at the factory with rollers made by Sam'l Bingham's Son Mfg. Co. It is a *compliment* to these rollers that they are preferred both by the makers and users of fine presses to *complement* their equipment.

Just as a difference in meaning turns on a letter, so a difference in quality depends on details. When you send your old rollers to any of the nineteen Bingham plants, you benefit from a roller service that specializes in satisfying the most exacting printers.

You are assured of getting the finest in rubber, composition and vulcanized oil rollers.



The Right Roller right away

Rubber rollers re-ground quickly and accurately in each of our modern factories—

CHICAGO <i>Home Office</i>	CLEVELAND	HOUSTON	MILWAUKEE	PITTSBURGH
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CINCINNATI	DES MOINES	KALAMAZOO	NASHVILLE	SPRINGFIELD, O.
	DETROIT	KANSAS CITY	OKLAHOMA CITY	TAMPA, FLA.

COMPOSITION . . . RUBBER . . . VULCANIZED OIL Rollers

MODERN LITHOGRAPHY, May, 1955



NEKOOSA BOND

... the perfect paper
for so many
printing jobs!

NEKOOSA BOND

is used for:

Letterheads • Envelopes
Invoices • Statements
Sales Manuals
Purchase Orders • Memos
Inter-Office Correspondence
Package Enclosures
Envelope Stuffers • Coupons
Contest Blanks • Booklets
Publicity Releases • Menus
Instruction Sheets
Catalog Inserts • Price Lists
Educational Material
and many other uses



Of course you know that Nekoosa Bond is a smooth-running, perfect-printing paper for letterheads, envelopes and other office forms. But occasionally we like to remind you that

Nekoosa Bond is a *versatile* paper—with scores of other uses.

In your choice of a dozen colors, a variety of weights and finishes,

Nekoosa Bond has the appearance and printability you are looking for . . . for jobs that are probably in your shop right now!

Nekoosa

BOND • LEDGER • Mimeo • DUPLICATOR • MANIFOLD
OFFSET • OPAQUE • MASTER-LUCENT • SUPER-LUCENT
COMPANION ARDOR PAPERS

NEKOOSA-EDWARDS PAPER COMPANY, PORT EDWARDS, WISCONSIN

Everything comes to *life* on



Modern coated papers for...

Kimberly-Clark Prentice Offset Enamel

Prentice is a truly modern paper, *engineered* to give outstanding performance with the newest techniques and inks, on presses new or old. From line to halftone, monotone to multicolor offset, Prentice gives you a sharpness and fidelity that only the most modern paper can provide.

Prentice Offset Enamel balances these fine reproduction

qualities with outstanding dimensional stability, uniformity, strength and all the other factors vital to top performance on the press and in the bindery.

Try Prentice and talk to your Kimberly-Clark distributor about the other outstanding papers listed below. You'll find you do your best on Kimberly-Clark stock!



Modern Lithography: Prentice Offset Enamel, Lithofect Offset Enamel, Shorewood Coated Offset, Fontana Dull Coated Offset.

Modern Letterpress: Hifect Enamel, Crandon Enamel, Trufect Coated Book, Multifect Coated Book.

Kimberly Clark

COATED PRINTING PAPERS



Kimberly-Clark Corporation • Neenah, Wisconsin

SINVALCO

Chemicals

Produced in keeping with S&V's constant aim of supplying the finest in graphic arts' products, **SINVALCO** Chemicals offer lithographers the best in standardized, high-quality chemicals. Using a rigid system of quality control over raw materials and uniformity of finished product, S&V manufactures **SINVALCO** Chemicals from time-tested formulas to assure you of top efficiency and superior results.

Each ready-to-use **SINVALCO** Chemical is extremely effective for its particular application, saves valuable plate room time and improves the quality of your litho plates at a lower cost per plate.

Your nearest S&V representative will be glad to furnish you with more detailed information about the chemicals listed below. Call him today.



SINVALCO Deep Etch Coating Solution
 SINVALCO Deep Etch Developer
 SINVALCO Asphaltum
 SINVALCO Stabilized Albumin Solution
 SINVALCO Plate Etches for Zinc & Aluminum
 SINVALCO Fountain Etch for Zinc & Aluminum
 SINVALCO Stabilized Gum Solution
 SINVALCO Deep Etch Lacquer

SINVALCO Surface Plate Lacquer
 SINVALCO Deep Etching Solution for Zinc
 SINVALCO Deep Etching Solution for Aluminum
 SINVALCO Developing Inks
 SINVALCO Synthetic Surface Coating
 SINVALCO Non-Toxic Fountain Solution
 SINVALCO Chrome Etching Solution
 SINVALCO Copperizing Solution for Plates & Rollers

— THE LITHO CHEMICAL DIVISION OF —

Sinclair and Valentine Co.

Main office & factory: 611 West 129th St., New York 27, N. Y.

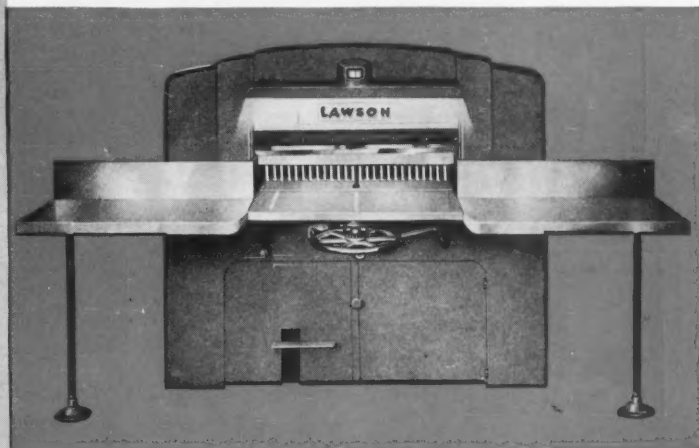
OVER 35 BRANCHES PROVIDE SERVICE FROM COAST TO COAST

read what
MR. HERBERT MACK
PRESIDENT,
FINE ARTS PRINTING CO.
CHICAGO, ILL.

says about
the
dependability
of
LAWSON 39"
CUTTERS

Write Today For Illustrated Folder on Lawson
39", 46" and 52" Cutters, also on Rapid
3-Knife Trimmer and Multiple Head Drill.

"Recently, when making a study of our equipment
maintenance cost, I was struck by the fact
that, in the four and a half years we have
owned our 39" Lawson Cutter, we have never
had occasion to call you for service on a
breakdown repair job. We just don't experience
such things. — Our Lawson Cutter has given us
dependable, accurate, trouble-free performance
since it was installed in February of 1950.
The machine certainly has turned out to be a
wise and economical investment for us."



E. P. LAWSON CO. main office: 426 WEST 33rd ST., NEW YORK 1.
CHICAGO: 628 SO. DEARBORN ST. BOSTON: 176 FEDERAL ST. PHILADELPHIA: BOURSE BUILDING

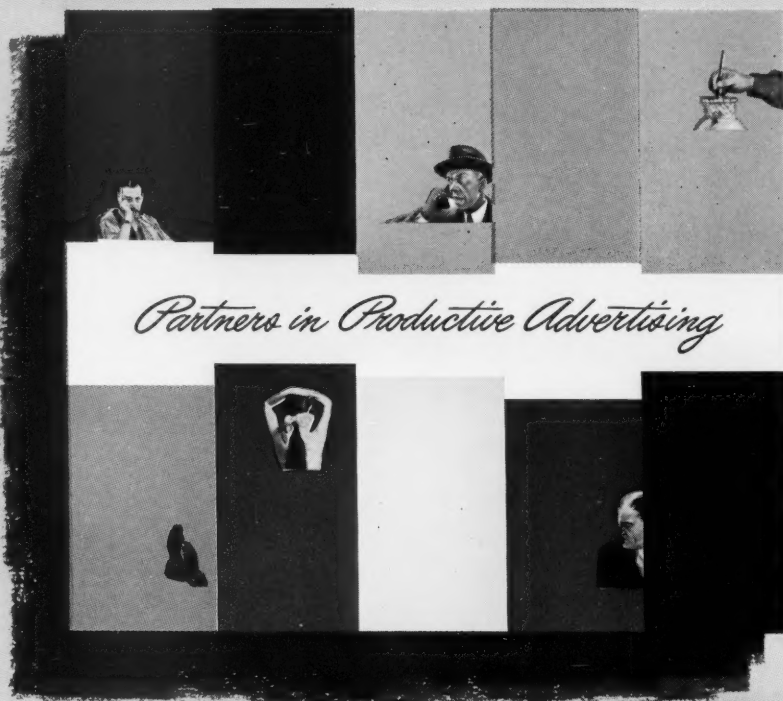
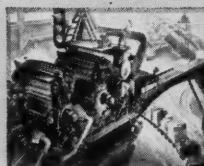
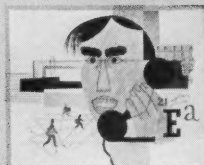
EXCLUSIVE DISTRIBUTORS SALES AND SERVICE

HARRY W. BRINTNALL CO. Los Angeles, San Francisco, Seattle A. E. HEINSOHN PRtg. MACH. Denver SEARS LTD. Toronto, Montreal, Winnipeg, Vancouver
SOUTHEASTERN PRINTERS SUPPLY CO. Atlanta WESTERN NEWSPAPER UNION Tulsa, Little Rock, Okla. City, Shreveport E. C. PALMER & CO. Dallas, Houston, New Orleans

"Partners in Productive Advertising" has been incorporated!

As an advertising campaign, "Partners in Productive Advertising" produced, we honestly believe, more requests for reprints than any paper campaign in paper history. As a collection, in book form, "Partners" has lost none of its charm, none of its high interest for people in the advertising and graphic arts fields.

In answer to the many letters asking for this collection, may we say, "It's ready for you . . . as soon as we know who you are!" May we send you a copy—free?



Write
on your letterhead

Howard Paper Mills, Inc.
MAXWELL PAPER COMPANY DIVISION,
FRANKLIN, OHIO

Original illustrations, you'll recall, by Al Dorne, Al Parker, Austin Briggs, John Atherton, Harold Von Schmidt, Peter Helck, Robert Fawcett, Steve Dohanos, faculty members of the Famous Artists Course, Westport, Conn.

What do you want in an **OFFSET INK?**

**UNIFORM
CONSISTENCY**

**GOOD REPRODUCTIVE
QUALITY**

**INTENSE
COLOR STRENGTH**

**PRESS TESTED
for
PERFORMANCE**

**INCREASED
MILEAGE**

**SPEEDY
DRYING**

**GOOD WORKING
PROPERTIES**

You'll find these qualities and more in Pronto Offset Inks. They have good flow, distribute evenly, lift well, lay smoothly, trap readily, and set fast.

When you want the depth and snap of a varnished job use Pronto Offset Gloss Inks.

PRONTO OFFSET INKS

Brochures, booklets, posters, catalogs, folders, cut-outs, displays, labels and a wide variety of other printed selling mediums gain a livelier appeal when lithographed with LEWIS ROBERTS *precision offset inks*. The excellent, dependable performance of these fine inks has resulted in their adoption by outstanding lithographers.



LEWIS ROBERTS, INC.
NEWARK 5, N.J.

BRANCHES AND DISTRIBUTORS
IN 20 CITIES



THE OFFSET PLATEMAKER

PAPER
is the base of his job

The Offset Platemaker prepares, exposes, inks and develops the plate.

**NEW TICONDEROGA
OFFSET**

—for fine performance in 4-color process and monotone. This new brilliant white offset paper with its smooth, fuzz-free, sized surface combines good ink affinity and distinctive appearance with economy on long runs.


International Paper COMPANY
FINE PAPER AND BLEACHED BOARD DIVISION
220 East 42nd Street, New York 17, N. Y.

PICK A WINNER

EVERYTIME

with these **NEW**

Metalife[®] solutions

YOU simply can't go wrong when you use any of these new METALIFE platemaking chemicals. Manufactured under rigid control, METALIFE products are formulated to give you superior results, trouble-free processing, longer shelf life and longer runs — all at lower plate cost. METALIFE solutions are truly "all-weather" solutions — they are designed to work equally well from coast-to-coast, from season-to-season.

SURFACE PLATE COATING 4-26-S

A simple-to-use, economical coating for surface plates on grained zinc or aluminum. Makes tough, sharp and clean running plates... Upgrades print quality and image durability.

METALGOLD PHOTO RESIST COATING

The universal coating for all surface plates — grained or grainless — zinc, aluminum or steel — by contact or projection.

METALGOLD provides the simplicity of surface platemaking with image quality that rivals deep etch. Unmatched for durability and clean performance in all kinds of weather.

METALIFE DEEP ETCH PROCESS

Coating solution radically new in chemical composition and performance — unaffected by atmospheric conditions.

The tough, extra-thin stencil improves image sharpness and fidelity — eliminates undercutting in exposure. Companion solutions are matched for optimum compatibility.

Can't be beat for ease and dependability in processing regular deep etch and bi-metallic plates. Actually lowers production time, minimizes staging, improves print quality and increases length of run.

BLUE DIAMOND LACQUER

The ultimate in plate lacquers for deep etch and surface plates...

Non-blinding and scratch proof.

Prevents image failure from abrasion and penetration of moisture, acid and gum.

A high affinity for ink assures cleaner, sharper impressions and exceptionally long runs.

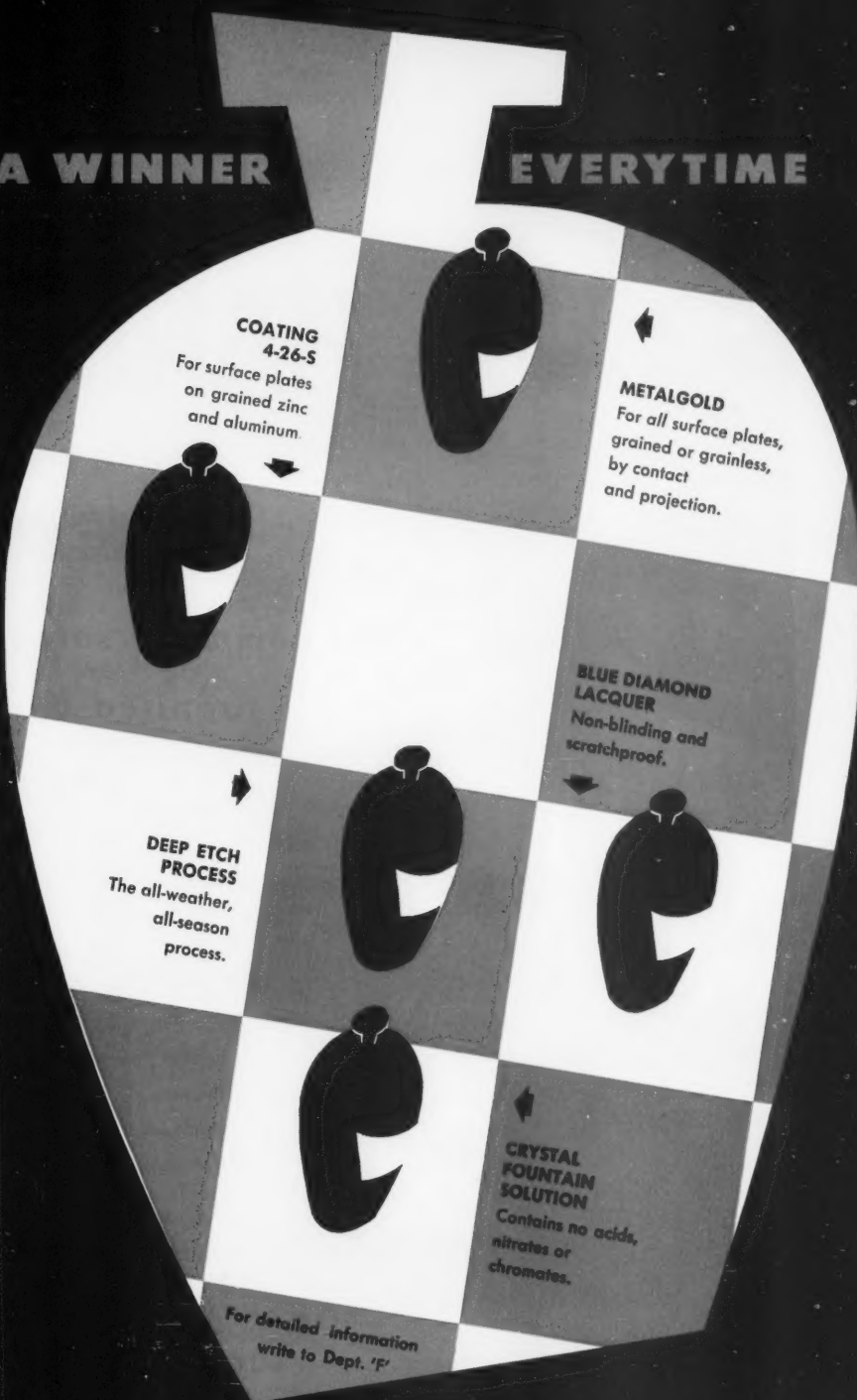
CRYSTAL FOUNTAIN SOLUTION

A radically new fountain solution that contains no acids, nitrates or chromates. Preserves the water receptivity of the non-printing areas without attacking the image.

Non-toxic and non-scumming...

Requires no gum... Assures maximum trouble-free plate performance on the press.

Order these METALIFE products today. See for yourself the advantages you gain by using the most advanced line of platemaking chemicals — the brand that guarantees performance — METALIFE.



WILLIAM A. FRANGOS, INC.

Devoted exclusively to research and production of lithographic platemaking chemicals and processes.

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the complete safeguard for hands

—supplied by **PITMAN**



KERODEX cream provides maximum protection for the hands of craftsmen in the graphic arts. KERODEX gives a flexible, invisible coating to hands and other exposed skin areas...a long-wearing safeguard against the irritating action of alkalies, solvents, pigments and acids, including chromic acid.

KERODEX is the result of extensive laboratory and plant tests—time-proved protection for all hands. Available in 4 oz. tubes and in economical 1 lb. and 8 lb. containers. Use KERODEX #71 for protection from water soluble agents; KERODEX #51 for water insoluble irritants. Both easy to apply in seconds.

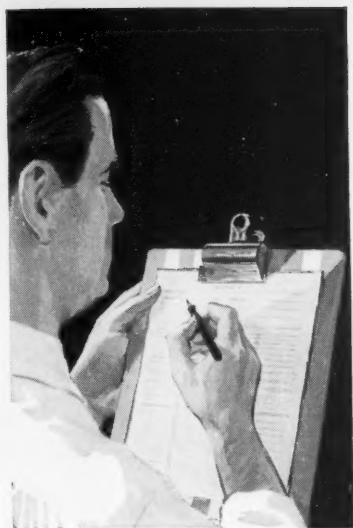
Order KERODEX from the nearest Pitman office—today.

**PITMAN FOR ALL GRAPHIC ARTS
SUPPLIES—CHEMICALS—EQUIPMENT**

HAROLD M. PITMAN COMPANY

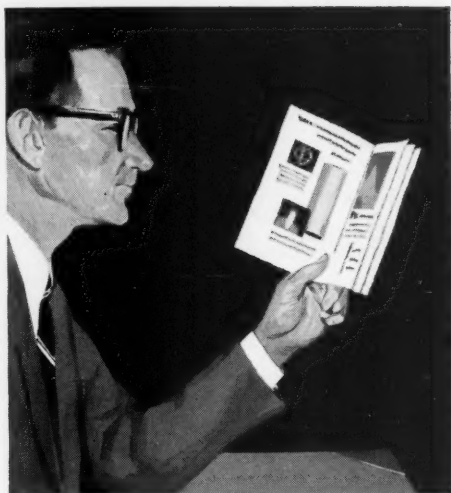
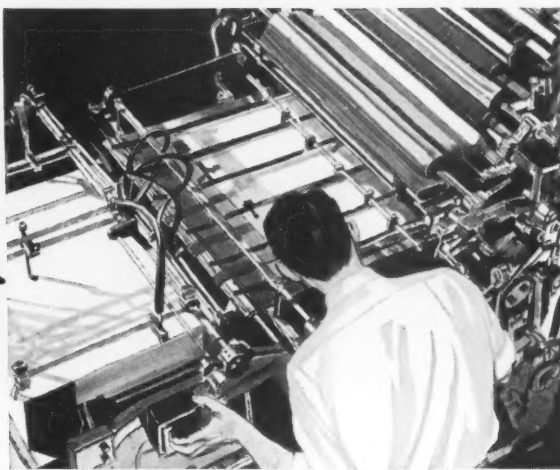
Chicago 50, Illinois—33rd Street & 51st Avenue
North Bergen, New Jersey—1110 13th Street
Cleveland 11, Ohio—3501 W. 140th Street

New York 36, New York—230 W. 41st Street
Boston 10, Massachusetts—266 Summer Street
—Pitman Sales Co.



<On the estimate...

On the press...>



<On the customer's desk...

new **CONSOLITH GLOSS**
makes the best impressions!

You have to *run* new CONSOLITH GLOSS to fully appreciate the quality and performance this sparkling new offset delivers at a cost only slightly higher than ordinary uncoated papers.

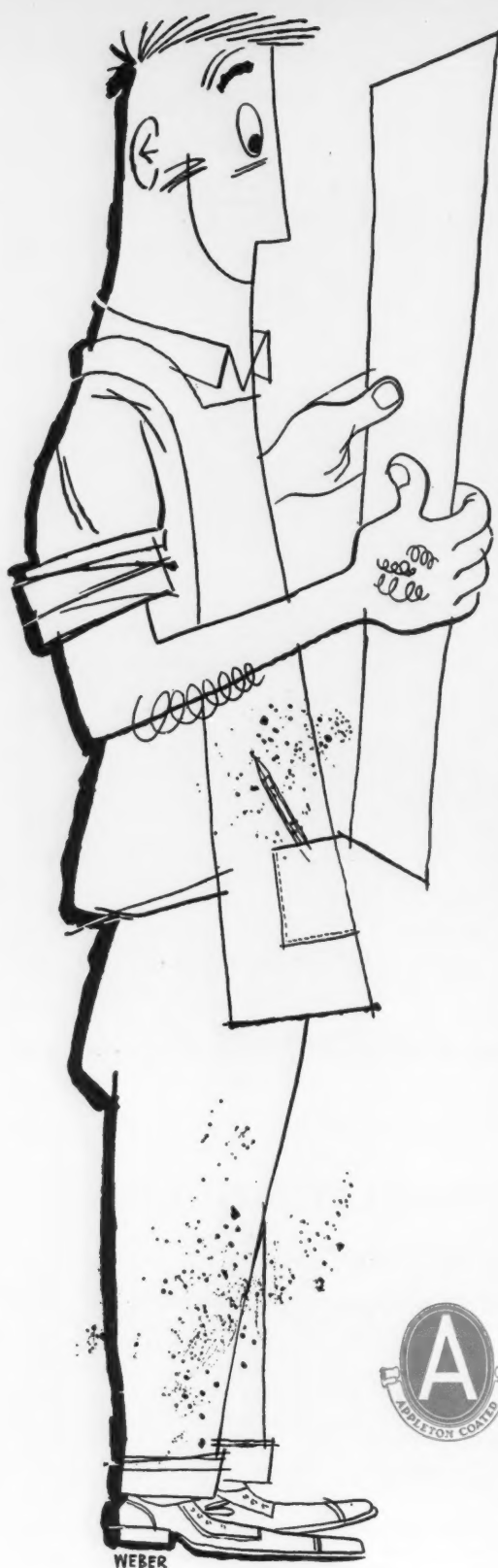
Leading lithographers who are using it for catalogs, folders, inserts and similar quality jobs are downright enthusiastic. They say the fully mineral-coated, highly finished surface of CONSOLITH GLOSS provides the superior printability and opacity of more expensive offset papers. Its high dimensional stability and excellent strength, bulk, and ink receptivity also make important contributions to topflight press performance.

Like *all* Consolidated Papers, new CONSOLITH GLOSS is pre-tested on the press to assure consistently fine quality results. But why not test it yourself, too? *Only* your Consolidated merchant has it, and he'll be glad to give you free trial sheets. Just run them and *see* why so many top lithographers have been so quick to praise this exceptional new offset value.

Consolidated

enamel
printing
papers

production gloss • modern gloss • flash gloss
productolith • consolith gloss • consolith opaque
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new

scientifically pre-tested colors by American Color Trends, Inc., in an offset colored enamel

needed

by all modern lithographers

now

available in **WOODBINE COLORED ENAMEL**

There's a brand new awareness of color today — and here's the brand new way to profit by it. **WOODBINE COLORED ENAMEL** is yours exclusively in tints and shades that are *as new as now*, authentic and instantly appealing. No longer is there any need to handicap your sales effort with the still respectable but overworked old colors.

With the 13 new color recommendations by American Color Trends now ready in **WOODBINE COLORED ENAMEL**, *you're ready* with the only colored enamel offset paper to talk and sell in terms of today's tastes and needs. See these convincing new colors. *Stocked by leading paper distributors — everywhere*



THE APPLETON COATED PAPER COMPANY

1204 North Meade St.

Appleton, Wisconsin



POPE & GRAY, INC.

Quickset Offset Semi-Gloss 3-Color Process Inks



Cyan
LO-7119

Magenta
RO-7502

Yellow
YO-2658

Color separations and
lithography by
Princeton Polychrome Press, Inc.

Photographed for
Anaconda Wire & Cable Co.
by Scott-d'Arazien, N. Y.

POPE & GRAY'S QUICKSET OFFSET SEMI-GLOSS THREE-COLOR PROCESS INKS were run on a single-color offset press to produce the three-color job on the face of this insert. These inks, developed for the Research Laboratories of Eastman Kodak, are being widely used for printing by their system. This Short-Run Color Process, utilizing carefully balanced colors, eliminates hand work and excellent results are obtained with only photographic masking.

POPE & GRAY, INC.

leaders in

QUICKSET OFFSET and HI-GLOSS* OFFSET INKS

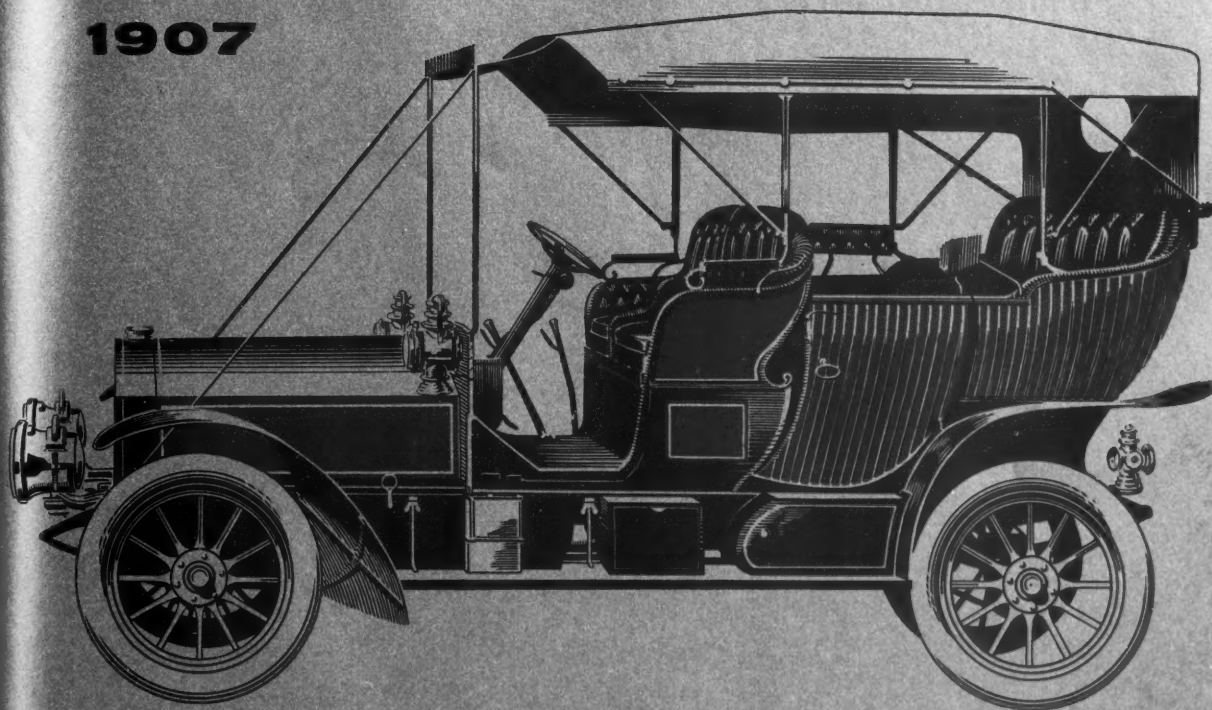
combine these two familiar tools of lithography to produce the QUICKSET OFFSET SEMI-GLOSS THREE-COLOR PROCESS INKS. The sharp printing, good water resistance, fast drying and Hi-Gloss finish of these inks will HELP YOU produce better work whether by three-color or the conventional four-color method. Trial order welcomed.

**POPE & GRAY, INC., 17 Industrial West, Allwood, Clifton, N. J.
Cleveland • Boston**

METLAK* SILVER & GOLD INKS for letterpress and offset. Litho in U.S.A.
Hi-Gloss* Overprint Varnish

*Reg. U. S. Patent Office

Outstanding in 1907



1907 Haynes-Apperson Luxury Touring Car—Custom Body—4 Cylinder 55 Horsepower T-Head Engine. Original Cost \$4500.

today it's passé

Tastes and techniques change
in packaging and printing . . .
just as they do in motor cars.

You bring a new sparkle to
your packaged product or printed piece . . . a modern
look that commands attention, when you use McLaurin-
Jones Metallic papers.

Don't risk being passé, when a few additional dollars can
convert your package or printed piece to a standout
in today's highly competitive markets.

Make it a must to specify McLaurin-Jones Old
Tavern Metallic papers.



for packaging and printing

McLAURIN-JONES COMPANY
Headquarters: Brookfield, Mass.

Mills: Brookfield & Ware, Mass.,
Homer, La.

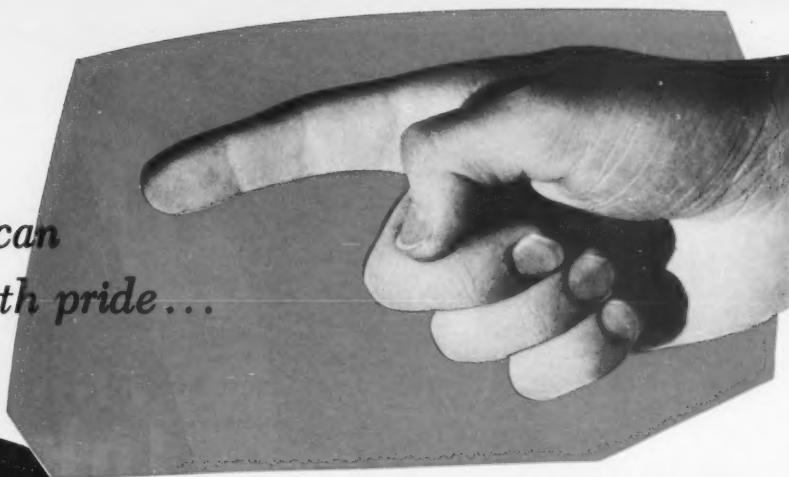
Offices: New York, Chicago, Los Angeles,
Cincinnati

Send for free 9" x 12" reprint of antique car
suitable for framing.

Old Tavern gold and platinum papers



*For results you can
point to with pride...*



use BBD Excellolith offset ink

One way to get better printing results on any offset-litho press is to use better inks. Like BBD EXCELLOLITH, the *modern* all-purpose ink that gives you top-quality impressions every time... and cuts production costs too.

EXCELLOLITH comes in black, all standard colors and special match shades... can be used to print regular offset, coated and other stocks. EXCELLOLITH is a wonderful time-saver for printing two-sided jobs because it's a fast-setting ink, enabling you to back up the work almost immediately. Yet it doesn't dry on the rollers when you shut down the press for an hour or two.

EXCELLOLITH has exceptionally high resistance to water, never emulsifies. And it transfers very freely. That's why you can depend on it for extra mileage... and use it profitably on run-of-mill and fussy jobs alike.

Your customers will appreciate the clean type impressions, depth of color and sparkling halftones that EXCELLOLITH'S hard, dense finish assures. Why not give this excellent ink a trial on your next job... and discover how good it really is.



Bensing Bros. and Deeney
Better Inks for Better Printing
3301 Hunting Park Avenue, Philadelphia 29
BALDWIN 3-8220



Have you a copy of the BBD
OFFSET INK COLOR GUIDE?
It's yours... free... just for the
asking.

Lithographic
INK
At Its Best



Improved appearance and
perfect press performance.



Howard Flint Ink Co.

• *Gravure* • *Letterpress* • *Lithographic* • *Flexographic*

ATLANTA • CHICAGO • CLEVELAND • DENVER • **DETROIT** • HOUSTON
INDIANAPOLIS • LOS ANGELES • MINNEAPOLIS • NEW ORLEANS • NEW YORK • TULSA

never before...film and plates with emulsion like...

GEVAERT LITHOLINE ORTHO

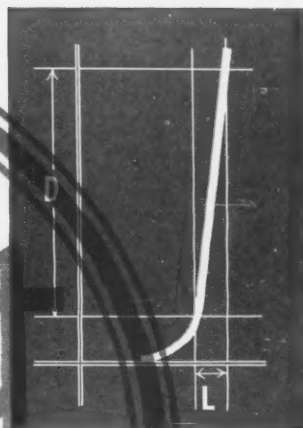
you get 12 important benefits!

Extra-thin, fine grain LITHOLINE ORTHO emulsion assures uniform performance at high speeds and accurate fidelity of detail in black and white and color... fine dot and highlight dot pick up pin-point sharp. All down the line, camera to dark-room, LITHOLINE ORTHO improves the quality of your work. You can print negatives right through the back, image side to the light. No loss of sharpness with

LITHOLINE ORTHO. The image is reversed laterally, eliminating the need for prisms during exposure.

Dot etching is sure and safe on LITHOLINE'S extra-clear, anti-halation support...another of the many bonus features you can learn about from your Gevaert man.

Steep curve (D) shows unusual density after very short exposure (L)



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Gevaert man, George Hoepfner, (right) discusses the advantages of LITHOLINE ORTHO film with Horan Engraving's Jake Melkin, as he works with the film at a layout table.



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MODERN LITHOGRAPHY, May, 1955



HERE'S WHERE YOU PROVE

ALUMINUM PLATES COATED WITH

LITH-KEM-KO COPPER BASE

GIVE YOU LONGER RUNS!

The counter on your press is where you can prove the value of LITH-KEM-KO COPPER BASE for Aluminum. It has been designed to give long runs — 450,000 impressions from a single plate are not uncommon. LITH-KEM-KO COPPER BASE can be processed with practically the same techniques as an ordinary deep-etch plate by using normal positives. Corrections are easy to make and the plates can be regrained and reused.

Litho Chemical & Supply Co. will gladly send an experienced demonstrator to your plant to show you the advantages of this process. Write for complete technical details or a demonstration.

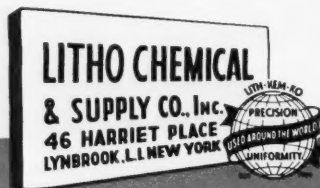
PRICES

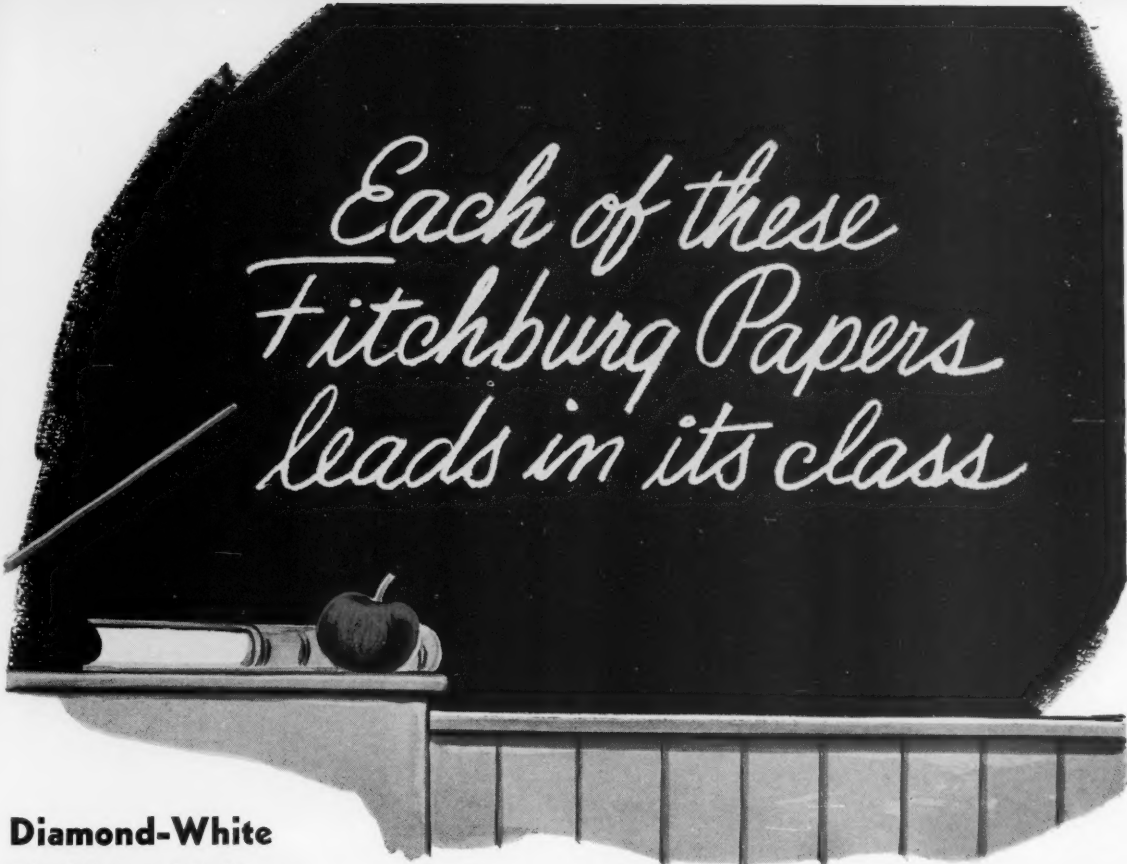
LITH-KEM-KO COPPER BASE
for ALUMINUM.....No. 5010

1 gal.	per gal.	\$6.50
4 - 1 gal.	per gal.	\$6.25
12 - 1 gal.	per gal.	\$6.00

Prices slightly higher on West Coast

There's a new LITH-KEM-KO Catalog
ready for you. Write for a copy.





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Fitchburg Papers
leads in its class*

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Fitchburg Vellum
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Lesson for today is that superior performance and high quality, combined with reasonable price, add up to greater value. These attributes are possessed in full measure by these outstanding Fitchburg Papers. Each of these fine papers for printing and lithography leads in its class. Each is born of nearly a century of papermaking experience.



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One of a wide range of grades for a wide range of jobs, ROCKET OFFSET turned in this Performance Record:

ROCKET OFFSET

Record

of the use of St. Regis
60-lb. blue-white
Rocket Offset

(Name of printer on request)

THE JOB:

Mailing brochure,
two colors, both sides,
in close register

QUANTITY:

136,000

FORMS:

Four forms on Harris
Two-color Offset Press,
22" x 34"

SHEET SIZE:

23" x 35"

Results Obtained

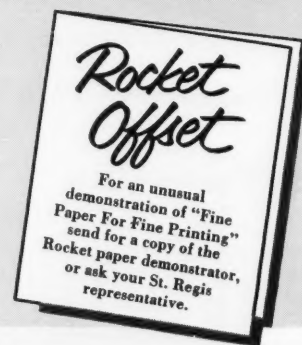
	Best Industry Standards	Rocket Offset Perform- ance
Make- ready time	1:36 hours	1:10 hours
Impres- sions	3,390 per hr.	4,000 per hr.

Workability Advantages

Rocket Offset is a low cost sheet that can be depended upon to produce attractive finished jobs with low press-room and bindery production costs. It is an inert sheet. This inertness, due to the types of pulp used in the finish, assures dimensional stability which is so important in offset lithography.

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Enamel Printing Papers. Coated
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ing Papers. Uncoated Book Papers

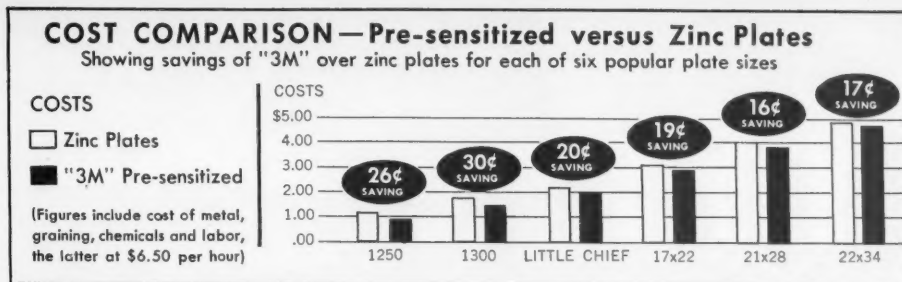


St. Regis Printing Papers are manufactured by St. Regis Paper Company, one of America's largest paper manufacturers, with resources ranging from raw material in its own forest preserves to modern mills and plants and nation-wide distribution.

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More Profit Dollars for YOU



It Pays to look for the "3M" Brand!

You save—profitably—when you switch to "3M". Comparisons, like the chart above, *prove* how much *lower* plate-making costs are with "3M" pre-sensitized aluminum Photo Offset Plates. These big savings (plus savings in the pressroom, too) are protected and increased by "3M" performance. Fewer remakes. On-time deliveries. More profit for you!

QUICK FACTS about "3M" Plates:

- Accidental kinks "snug-out" smoothly!
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I would like to have: ☐ "5 BIG FACTS" BOOKLET. ☐ A Cost-Comparison DEMONSTRATION in my shop.

"3M" Photo Offset Plates

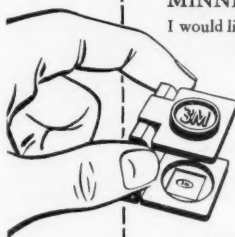
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We have a _____ press. Position _____

Name _____ Company _____

Address _____ City _____ State _____

Made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ontario.



5

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EITHER ONE
OF THESE**



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"SLIP-ON" DAMPER COVERS

1. Made from special long-wearing Molleton cloth fabricated to our exacting specifications.
2. Stitched by a precision-machine method which assures great firmness and strength—yet positively prevents any indentation on plate.
3. Treated by an exclusive Siebold process which provides a silky finish that reduces lint and shedding.
4. Made to exact damper sizes, Siebold's SLIP-ON Covers can be easily pulled on by hand or with your own machine.
5. And they fit like the paper on the wall—wait till you see how even and tight the dampers are when completed.

Our dampening roller service is available to you. We have the latest in machinery—including our breaking-in machine, to assure you a true and perfect roller.

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nal Printing-Ink Research Associ-
ation—N. Y. Employing Printers
Association.


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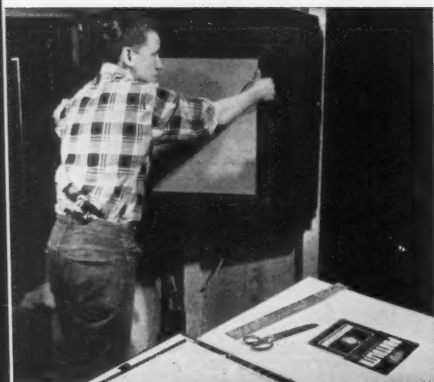
SALES OFFICES NEW YORK, Chicago
MILL Madawaska, Maine



"Eight years of dealing with Du Pont have convinced us that both their product and their service are unbeatable," says Sid Kaplin (right). "Bob Paquette (center) of Du Pont is a frequent visitor to our plant—and both my partner Nat Dwoskin (left) and I count on him for quick service and technical assistance."

**"We use 'Photolith' because it scribes cleanly,
lies flat, gives us excellent dot structure,"**

*says Vice President Sid Kaplin,
Graphic Arts Litho Plate Corp., Montreal, Canada*



"Photolith" lies flat—an important feature to Assistant Cameraman Gordon Shaw when he's working with large sheets of film. And the flatness of non-curling "Photolith" speeds work all along the line—through the developing and stripping operations right up to the plate-making department.



Good dot structure begins with "Photolith" negative in the Graphic Arts darkroom. Cameraman Max Gyrick (above) finds that the latitude of "Photolith" saves many negatives even with difficult exposures on tinted copy. "Photolith" performs consistently, too—quality doesn't change from box to box.



"Photolith" scribes without chipping—a timesaving feature on business-form or calendar jobs. Here Plant Foreman Lou De Rosa checks over a "Photolith" negative of a calendar page. Good, solid dot structure and cleanly scribed lines earned this negative a quick O.K.

SPECIFY DU PONT PHOTOLITH LITHOGRAPHIC FILM



REG. U.S. PAT. OFF.

**BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY**

Guest Editorial

By Jack Blades

President, NALC

Growing Pains

AS THE National Association of Litho Clubs meets in Milwaukee, it celebrates its 10th anniversary. The Milwaukee Litho Club is host to 21 litho clubs located mostly in the Eastern half of the United States and Canada. These clubs have a membership of more than 4000 and many new members seek admission each month.

Our largest litho club is in New York, the group which is probably responsible for the formation of the litho club movement. Back in 1907 New York organized the Foreman's Club. The New York Litho Club was the only one of its kind until 1929 when the Chicago Lithographers Club was formed. Many other clubs have followed and most have patterned their constitution and by-laws after the original New York Club. In 1936 a litho club was formed in Philadelphia, followed by Baltimore in 1939, Connecticut Valley in 1940, Milwaukee in 1941, St. Louis in 1943, Cincinnati in 1944, Dayton in 1945 and Washington in 1945. These litho clubs, with a then total membership of about 1000, and clubs in Boston, Buffalo, Canton, Cleveland, Dallas, Detroit, Houston, Ontario, Quebec, Rochester, and Twin Cities, have been formed and have joined NALC. Conventions have been held annually beginning with the organizational meeting in New York in 1946.

It is very interesting to look back and note some of the fine men who have been president of the association. Al Rossotti, of New York, was the first. He was followed by William J. Stevens, Philadelphia; Albert Tucker, Washington; James Spevacek, Chicago; Edward Harnish (who died in 1953) Boston; Anthony Capello, Philadelphia; John Maguire, New York; and Andy Balika, Cleveland.

Incidentally, Mr. Balika, who now is NALC field organizer, reports that he has had contact with groups in Los Angeles, Durham, N. C., Phoenix, Ariz., Wichita, Kan., San Francisco, Indianapolis, Youngstown, O., and Cairo, Egypt.

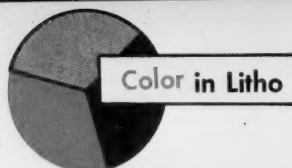


Litho Club members and guests know how valuable it can be to associate with top industry men and hear about latest technical developments in lithography. Plant visits to ink manufacturers, photographic chemical plants, rubber blanket producers, plate grainers, machinery manufacturers, etc., are made by many clubs. All these programs give an interesting and educational assist to anyone in the graphic arts business. In addition to the technical programs, there is the goodfellowship of summer outings, golf and bowling matches, picnics and oyster roasts. Boating parties and dances are popular and give the ladies a chance to get together with the wives of other litho club members.

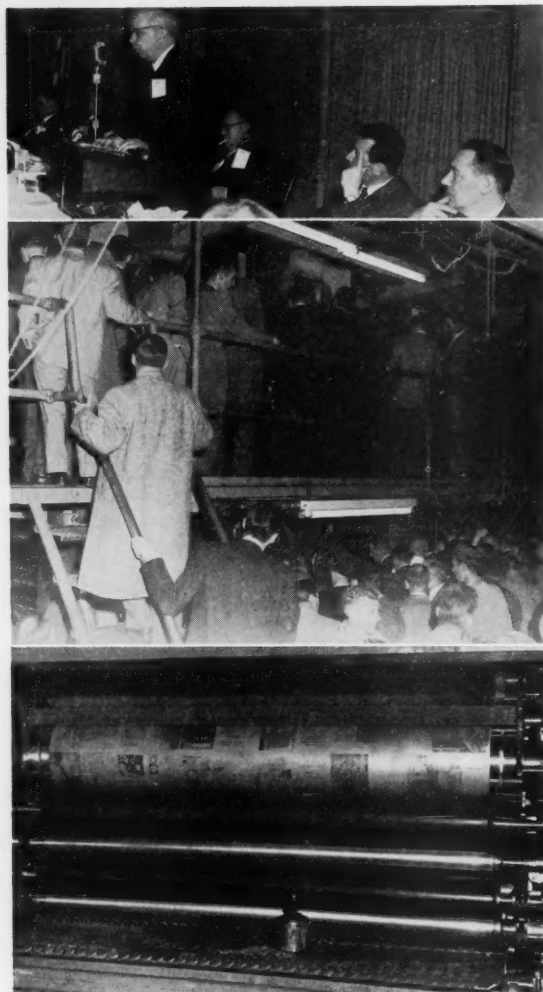
THERE is nothing complicated about a litho club or its formation. Here are a few simple suggestions for forming a club.

1. Contact NALC for samples of by-laws, program announcements, membership cards, etc.
2. Write to each lithographic firm in your city or area and ask it to send a representa-

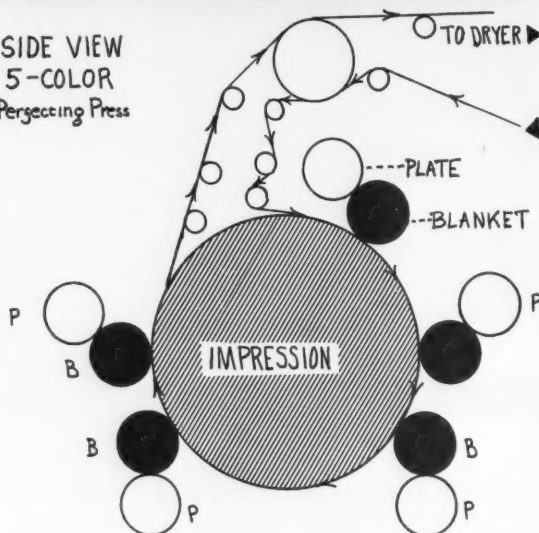
(Continued on Page 123)



Old 8, New 10-Color



SIDE VIEW
5-COLOR
Perfecting Press



Levey Builds Giant 10-Color for Digest

A 10-COLOR (double-five) offset press that will solve a major production problem for *Readers Digest* was demonstrated in action last month for members of the Philadelphia Litho Club.

A record-breaking 230 club members visited the plant of the Fred'k H. Levey Co., 930 Washington Ave., to watch the giant single impression cylinder press turn out a web sheet with five colors on both sides.

The press will be shipped this month to Havana, Cuba, where it will be used to print all Spanish language editions of the *Digest*. (Known in Latin America as *Selecciones*).

Club Visits Plant

The club members swarmed all over the Levey press (see photo), to get a close look at the five sets of plate and blanket cylinders placed around the huge impression cylinder. With a few adjustments by engineers from the Aller Co., of Denmark, whose plates the new press uses, the web started its 1200-feet-per-minute trip around the impression cylinder, where it received five colors, on to a specially built Levey steam dryer, around some turnover rollers and on to the impression cylinder again where five colors were added to the other side.

Brodie Describes It

George R. Brodie, manager of the machine division of Levey, briefed club members on the press before the group left by chartered busses for the plant. Speaking at the dinner meeting in the Poor Richard Club, Mr. Brodie outlined the work his company had done in developing the press, since it became representative in North and South America in 1948 for the Aller Bi-Metal plate.

Levey, which started 20 years ago to build dryers for the letterpress field, teamed up with Aller several

(Continued on Page 127)

1. Explaining the 10-color offset press to Philadelphia Litho Club members is George R. Brodie, of Levey. He told record-breaking attendance how the press operates, then led them on a tour of the Levey plant. Others, (l.-r.) are J. Leonard Starkey, club president; Stephen Rubenstein, vice president; and Eror Rasmussen, of the Aller Co., Denmark.

2. Club members on floor, platform, view the mammoth press.

3. One of the five plate cylinders prints Spanish READERS DIGEST.

4. Side view of the Levey press. Large impression cylinder is in center, with five sets of plate and blanket cylinders arranged around it. Web comes first to top set, travels around the cylinder, then goes to steam dryer. Next it is flipped over and returned to the cylinder so that other side of sheet can receive impressions. Press speed is 1100 ft. per min., according to Levey Co. officials.

Web Presses In Action

Trenton Times Dry Offset Unit Prints 8 Colors

THE eight-color offset press which was built by the Trenton (N. J.) *Times* for experimental work in 1937 now is geared and equipped to print dry offset. It will be used for commercial printing starting this month.

When the press was first built, it was used to print a Sunday supplement weekly for the *Times*. During the war this supplement was dropped and a house organ for the Eastern Aircraft Division of General Motors Corp. was printed. Since that time a great deal of experimental work has been done with it.

It had always been the opinion of the newspaper management that if a dry offset plate could be made for the press, it would be the answer to many problems. Bi-metal plates had been used with some success. These plates are being used very successfully on the only copy of the press ever built.

Joseph Strauss Converts Press

Last summer the *Times* engaged Joseph Strauss, a veteran engraver, to solve the making of the 48"x72" magnesium plates for dry offset printing. Mr. Strauss was well equipped for the task. For seven years he had used magnesium exclusively in his own engraving plant for all purposes including fine screen, combination and process for letterpress and dry offset. One of the first men to use Gevaert thin base film to replace the wet plate, Mr. Strauss also devised a camera method for highlighted dropouts and a step and repeat machine for photo-engravers.

In tackling the *Times* press, Mr. Strauss had to solve many problems before it was possible to make it produce four impressions on both sides of a web, with perfect register, using plates 48"x72".

First he designed the equipment necessary for the change: a large whirler, built in part by the Joseph Gelb Co., capable of handling the big plates; a burning-in machine and an etching machine.

With this accomplished, Mr. Strauss worked two and one-half months on the press conversion, completing it

(Continued on Page 117)

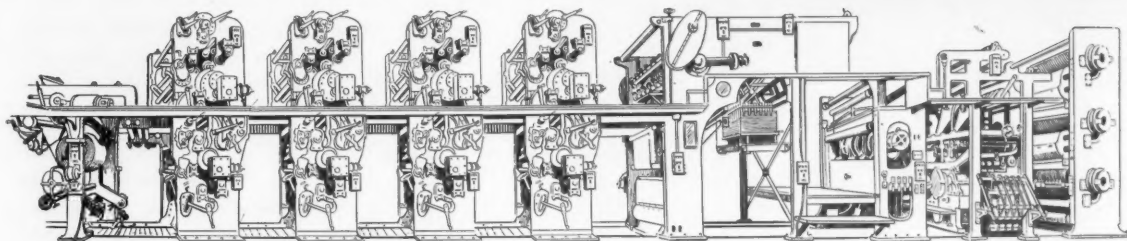
Checking progress of web in 8-color dry offset press is Arthur J. Barlow (r.) and pressmen. Four-man crew can operate the giant press.



Man who converted the press, Joseph Strauss (r.), stands before it with Mr. Barlow.



Diagram of side view of the double four color unit. Color units above and below, at left, cutter and folder at right.



Once upon a time there was a Traveling Salesman . . .

By Rex G. Howard

President, The Howard Co.,
and President, N.A.P.L.



TIME is one of the most important things a salesman or executive has with which to make a living. Since there are only 24 hours in a day, with only eight or less of these hours available for business contacts, he must make his time as productive as possible.

The head of a business who watches with a hawk's eye all non-productive time in his plant operations often may overlook something even more important—the non-productive sales, executive and service time in out-of-plant operation.

Modern business is on the move. Competition is increasing. The productive hours of your executive, sales and service personnel can spell the difference between success and failure.

Surface transportation over rea-

Air-minded Rex Howard, long-time pilot and advocate of airborne salesmen, uses planes for his business and for NAPL trips (Feb. ML, p. 45). In this article he gives his reasons why your company should too.

sonably long distances lacks the directness, the speed, and convenience to meet the modern business pace. Salesmen using surface transportation are losing from 50 to 60 percent of their productive potential. Business is taking to the air, stepping up productive hours from two to four times.

Real Time-Saver

Maybe your company operations do not require extensive travel. If so, this question of lost motion in

your sales effort is not important. However, if you have high-priced men day after day sitting in trains or driving cars over long distances, about 60 percent of their available time is consumed in tedious and non-productive travel. They are doing what any 16-year-old boy can do. If you doubt the percentage of time spent in travel, keep an accurate record of your out-of-town sales or service people who travel by train or car, comparing the time actually spent with the customer and the time spent getting to and from the customer. It will certainly be an education. Your salesmen should be making twice the calls, servicing twice as big a territory, or you should be using half as many men on the road.

One rather bold and new approach to this problem of non-productive travel time is to purchase a company airplane for the use of your travelling executive, sales, and service personnel.

The average business airplane operates about 300 hours per year, or travels 45,000 miles. This is four times the miles driven by most automobiles in a comparable period. The deduction is obvious: You get there oftener and faster by air.

If it were possible to reach all the small towns by scheduled airlines, and if these airlines had flights flying heavy schedules, then airline transportation would be the answer to this time-consuming surface travel.

Valuable Supplement

Since, however, only 10 percent of the 6,000 airports in the United



Howard Co.'s Ryan Navion for emergency freight or personnel transportation. Seated above, Mr. Howard. Standing (l.-r.) Joe Cox, salesman, pilot; Garth Ferrell, salesman; Rex Howard Jr., salesman, pilot; and Sam Zinser, vice president and sales manager.

States are served by the airlines, the business airplane has become a valuable supplement to the services of the scheduled transports.

The pace of business competition has been rapidly expanding a tremendous fleet of business airplanes, until today approximately 22,000 business airplanes, 19,500 of which are single-engine planes, are in constant use. This is approximately 16 times as many planes as all the domestic airlines combined. In 1954 business aircraft flew 700,000 hours more and 28,000,00 miles farther than all the domestic airlines together.

If there has been any doubt about the potency of business flying, this doubt should have been dispelled by the record-breaking attendance in Dallas, recently, when 450 owners attended the annual meeting of the National Business Aircraft Association.

In 1954 business airplanes flew 546,000,000 miles, and they will fly many more this year than last. Remember the buggy makers who, upon seeing the first high-wheeled automobiles go by, remarked: "They'll never be practical." There are still many businessmen, otherwise progressive, who look upon air travel and particularly private business aircraft with cool detachment.

A business aircraft is a safe, efficient, money-making tool of industry, so why not use it? Let's forget the old and discredited misconceptions of flying, bred of stunt shows, hedgehopping, and daredevil antics by week-end exhibitionists. The 1954 airlines' safety records per passenger mile was about twice as good as the railroads' according to recent government reports. Study the potentialities as you would when purchasing a new truck or a new piece of plant equipment.

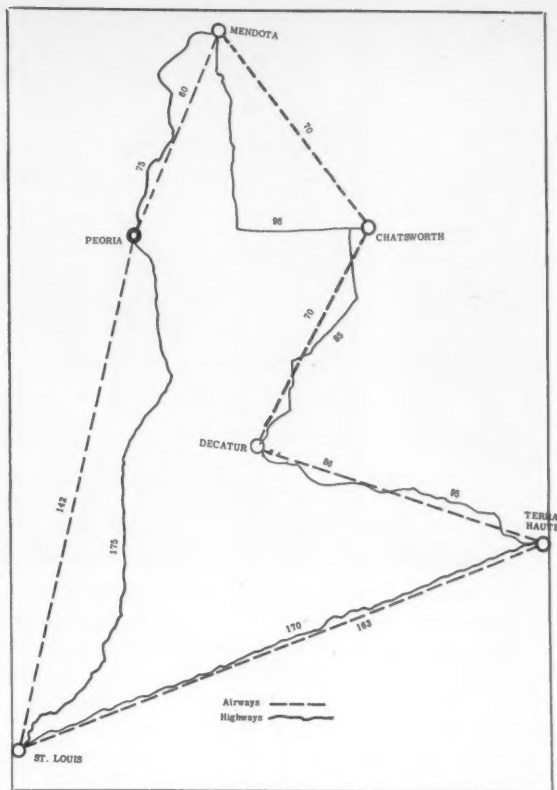
Your Savings By Plane

Since you are paying for both the non-productive and productive time of your salesmen and executives, it might be interesting to see, in terms of dollars and cents, how much air travel can give you in additional productive hours and volume of business.

For example, a salesman with a \$12,000-a-year income works approximately 2,000 hours per year, earning \$6 per hour. He will bring in from \$100,000 to \$125,000 in gross business, or approximately \$60 per hour. Let us assume that he travels 48,000 miles per year. If he travels by train, he will spend 1,200 hours at a cost of about \$1,500. If he travels by automobile, he will spend 1,200 hours (45 MPH) and at five cents a mile it will cost \$2,400. If he travels in a two-place airplane, he will spend 480 hours (100 MPH) at a cost of five cents per mile, or \$2,400. If he travels in a four-place company plane, he will spend 345 hours (140 MPH average) at a cost of eight cents per mile, or \$3,800 a year.

Add Productive Hours

If you travel either by two-place or four-place company airplane, you add from 800 to 850 additional productive hours per year which, on the basis of \$60 gross business per hour, would mean approximately \$50,000 in additional yearly business. This is achieved at an additional cost of \$500 to \$1,000 a year over the cost of surface



Sample One-Day Flight With Figures for Auto

PLANE AUTOMOBILE

	Time	Air Miles	Time	Road Miles
Lv Peoria	7:00 AM		7:00 AM	
Ar Mendota	7:40 AM	60	8:40 AM	75
Lv Mendota	9:30 AM		10:30 AM	
Ar Chatsworth	10:10 AM	70	12:40 PM*	96
Lv Chatsworth	11:15 AM		2:15 PM	
Ar Decatur	11:45 AM*	70	4:10 PM	85
Lv Decatur	1:30 PM		5:25 PM	
Ar Terra Haute	2:10 PM	86	7:30 PM**	95
Lv Terra Haute	3:15 PM		9:05 AM*	
Ar St. Louis	4:30 PM	163	1:05 PM*	170
Lv St. Louis	5:40 PM		2:45 PM	
Ar Peoria	6:40 PM	142	6:55 PM	175
MILES TRAV.		591		696
TOTAL HOURS	11:40		35:55	
TRAVEL HOURS	4:45		16:00	
PROD. HOURS	6:25		6:25	

* 30-minute meal period

** Overnight

	CALLS	MILES	TRAV. HOURS	TOTAL HOURS	PROD. HOURS	% OF TOTAL PROD.	HOTEL	MEALS
PLANE	5	591	4 3/4	11 2/3	6 1/2	55%	None	1
CAR	5	696	16	36	6 1/2	17%	1 Night	4



Mr. Howard and Mr. Zinser, ready to leave from airport, operated by Howard Aviation, Inc., on a quick cross-country sales trip.

transportation. This would seem to be a good investment.

These figures assume that only one person is travelling in the aircraft. One to three additional passengers could be riding a large part of the time at no additional cost.

In addition to the valuable saving in time, there are other factors that are also definite assets: 1. You can travel relaxed and arrive rested. 2. You can spend more time at home. 3. Your customers will get better and faster service. 4. It costs you less to serve your customer. 5. You extend your territory or intensify your present coverage.

Operating Costs

Our company has owned an airplane since 1940, and it has been an important factor in getting, servicing and keeping our customers. We now have a four-passenger Ryan Navion that flies about 3,000 hours or about 45,000 miles each year. It costs us about eight cents a mile to operate, including depreciation, maintenance, gas, oil, hangar, insurance, and the mandatory 100-hour inspections. This is a little more than airline travel, but about 80 percent of our calls are to towns and cities which airlines do not serve at all, or serve with insufficient schedules to be practical for our use.

Here are just a few of many practical uses to which we put our own airplane:

1. Contacting customers when quick quotations are requested.
2. Bringing out-of-town customers to visit our plant.
3. Getting quick press o.k. on out-of-town jobs.
4. Delivering close dead-line jobs to outlying accounts.
5. Bringing equipment service men in on emergency breakdowns or picking up emergency supplies and parts.
6. Entertainment trips for customers who can't be away from their business too long.
7. Taking artists, photographers or layout men into customer's place of business.
8. Attending technical conferences and association meetings.
9. Getting the orders.

There are a number of questions which are usually asked by persons who are considering the possibilities of business flying. In the answers to the questions set forth in the following paragraphs, it is assumed that the first plane that a company buys would be a single-engine aircraft, costing less than \$12,000, and that the salesman or executives who will do most of the flying will learn to pilot the plane themselves. It is also assumed that the plane will operate at least 250 hours per year. Space will not permit consideration of multi-engine aircraft or professional pilots, although very exceptional

twin-engine private airplanes are now on the market and are used extensively for instrument and night flying.

Typical Questions

Typical questions are as follows:

Q. What would an airplane cost our company?

A. You can purchase a good modern two-place airplane, new, for \$3,000 to \$7,000, with used two-place airplanes from \$1,000 to \$4,000. Four-passenger planes, new, are selling from \$6,000 to \$25,000, and used four-passenger airplanes, in good condition, from \$2,500 to \$15,000. Twin-engine airplanes, carrying four or five passengers, cost from \$32,500 to \$70,000 new, and from \$20,000 to \$40,000 used. All used airplanes, of course, must have a current air-worthiness certificate issued by the Civil Aeronautics Administration of the Department of Commerce and, with proper government-supervised maintenance, are as reliable as new airplanes.

Q. How much for hangar rental?

A. Tie-down is sometimes free, but may run to \$10 per month, and hangar rental from \$15 to \$35 per month.

Q. What are the operation and maintenance costs?

A. A two-place plane costs from \$4.50 to \$6 per hour, and a four-place plane \$8 to \$15 per hour. These costs include depreciation, gas, oil, maintenance, hangar rental and insurance.

Q. What about bad weather?

A. Depending upon where you live, even in the North, with modern weather forecasting, you can get at least 85 percent contact visual flying conditions throughout the year. With weather sequences every 30 minutes covering the entire United States, there is no reason for any pilot to subject himself to dangerous flying conditions.

Q. What about transportation to and from airports?

A. Airport operators usually have Drive-It-Yourself facilities at the field or work closely with these companies. Many have their own service
(Continued on Page 119)

NALC Meets In Milwaukee May 6-7

WITH 10 years of solid growth behind it, The National Association of Litho Clubs will celebrate its anniversary in Milwaukee May 6-7 with plans for expansion and improved public relations.

Both points are expected to be discussed at the regular business meetings of the association which will meet in the Hotel Schroeder. A full program of talks and discussions pertinent to litho clubs and the lithographic industry is scheduled (see complete program) including activities for the women and the annual banquet in the Crystal Ball Room.

With 21 clubs and 4000 members represented at the Milwaukee convention, the NALC bears little resemblance to the small group which formed the organization in New York back in 1946. But NALC is seeking further expansion and Andrew Balika, Copifyer Lithograph Corp., Cleveland, field organizer for NALC, will report on correspondence with groups in several other cities in the United States and a club in Cairo, Egypt.

Concerning public relations, NALC will discuss plans to get itself better
(Continued on Page 125)

NALC Officers

PRES: Jack Blades, *Washington*
1ST V. P.: W. O. Morgan, *Chicago*
2ND V. P.: Walter Blattenberger, *St. Louis*
EXEC. SEC.: F. H. Mortimer, *Washington*
TREAS.: Sol D'Alessandro, *Cleveland*
ASSIST. SECS.: Herman Goebel, *Twin Cities*; James Beldotte, *Boston*
HISTORIAN: F. A. Fowler, *Washington*

Program

Friday, May 6th

- 9:00 A.M. - 4:00 P.M.
Registration
9:30 - 10:00 A.M.
N.A.L.C. Officers Meeting
10:00 - 12:00
Invocation and General Business Session
12:00 - 1:30
Buffet Luncheon — Pere Marquette Room
Speaker: HAL GOODNOUGH,
Sales Promotion Manager,
Milwaukee Braves
3:00 - 5:00
Business Session Reconvenes
7:00 - 8:00
Cocktail Party

Saturday, May 7th

- 9:00 - 10:30 A.M.
General N.A.L.C. Business Session
10:30 - 11:30
Work Simplification Program
CHARLES A. CONRAD,
Personnel Director,
Western Printing and Lithographing Co.
Racine, Wisconsin
Subject: "What is Work Simplification" followed by film presentation showing various phases of the Work Simplification program in action.

- 1:00
Luncheon (Ladies invited)
PROFESSOR RUSSELL OAKES, *Humorist*
7:00
BANQUET — Crystal Ball Room

For The Ladies

Friday, May 6th Saturday, May 7th

- 10:15
Meet in lower lobby — Fifth Street entrance. Buses leave Fifth Street entrance for tour of Miller Brewing Co.
12:00
Luncheon in Stein Hall. Host — Miller Brewing Company
1:30 P.M.
"Hats on Parade" (Stein Hall) — Mrs. JACK LEVIN
2:30
Return by bus to Hotel Schroeder
Free time for shopping. In addition, Milwaukee Art Institute and Layton Art Galleries are open to the public, free of charge. Milwaukee Public Museum and Central Library, housed under one roof at North 8th Street and West Wisconsin Avenue, are within walking distance of the hotel.
1:00 P.M.
Luncheon guests of N.A.L.C.
7:00
BANQUET — Crystal Ball Room

On View May 9:

More Prizes, Better Quality In LNA Awards Competition

MORE awards were given to offset pieces of higher quality than usual in the 5th annual lithographic awards competition completed last month by the Lithographers National Association.

Many of the persons attending the National Association of Litho Clubs convention in Milwaukee May 6-7 are expected to stop off in Chicago on their way home to see the initial display of the 267 prize winning pieces in 45 categories. The winners will be on display May 9-20 at Marshall Field's department store. The awards and exhibit committee of LNA will be host to the national advertisers and lithographers receiving the awards at a reception preceding the opening exhibition, according to Vernon K. Evans, president of Veritone Co., chairman of the LNA promotional committee.

Opening Exhibit

LNA members will get a chance to see the exhibit as part of the annual convention in Lake Placid, N. Y. June 20-22. During the remainder of the year thousands of others in the graphic arts and advertising fields

will get a look at the award winners at locally-sponsored exhibits in principal cities throughout the country. The exhibit is available through Gordon C. Hall, LNA, 127 N. Dearborn St., Chicago.

Sorting carefully through the 1,700 entries, the panel of judges reported that increased entries were noted in following categories: direct-mail advertising, point-of-purchase displays, bank and commercial stationery, packaging, books, magazines and house organs, calendars and greeting cards.

Certificates of Awards will be presented to the clients and lithographers honored in the competition, including two Canadian Lithographers. First, second and third award winning pieces will be reproduced in the official catalog along with credits for honorable mention. The catalog will be distributed at the opening exhibit and mailed to 25,000 advertisers and lithographers.

Basis for Judging

The prize winners were chosen because of their lithographic excellence, art and design, and functional value. In announcing the awards, the judges

paid tribute to those responsible for the design, creation and production for their "outstanding merit and distinction." General chairman of the judges was Frederick J. Wachter, vice president of Erwin, Wasey & Co., Chicago. C. A. Nordberg, president of Chicago Offset Printing Co., was chairman of the awards and exhibit committee. Herbert W. Morse, LNA promotion director, also helped direct the program.

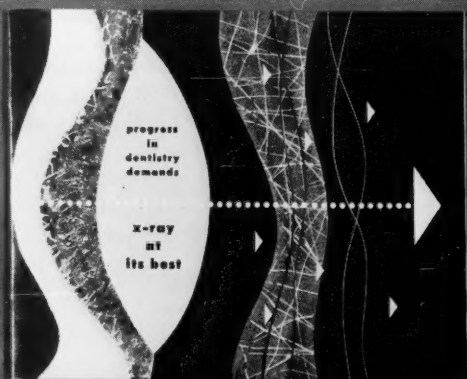
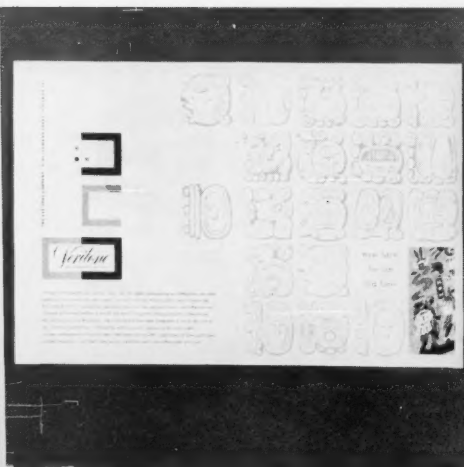
In announcing the awards, Mr. Evans stated, in part, "we have concrete evidence of the extensive and successful use to which offset-lithography is being put as a printing process, serving the far-flung needs of commerce and business today. We are proud of the high quality and craftsmanship of the finished product in numerous classifications . . ."

Judges for the competition were pictured in the March ML, page 91. On the following pages are listed the top winners in all categories, with photos of some typical winners. Metal Decorating winners will be found in that section of this issue. Honorable mention awards will be found in the official catalog.★

1. Direct Mail. (Lithographer's Own Promotion). This piece won first prize for The Veritone Co., Chicago.

2. Direct Mail (Material in One or Two Colors). Offset job for General Electric won first prize for E. F. Schmidt Co., Milwaukee.

3. Business Reports (Quarterly and Other Reports). Stecher-Traung Lithograph Corp. produced this first prize piece for Bank of America.



DIRECT MAIL ADVERTISING

Folders and Broadsides

1st YOU SEE SOME OF THEM EVERYWHERE, Abbott Laboratories, Magill-Weinsheimer, Chicago

2nd A.M.A. REPORT FOLDERS, American Medical Assn., The Huron Press, Inc., Chicago

3rd FOUNTAINEBLEAU, The Fountainebleau Hotel, Mercury Lithographers, Inc., Miami

Booklets and Pamphlets

1st IT'S A NATURAL, Merchandise Mart, Sterling Printing, Chicago

2nd HYPERTENSION, Smith, Kline & French Laboratories, Butler and Ferrigno, Philadelphia

3rd DESIGN TODAY, Illinois Institute of Technology, Hillison & Etten Co., Chicago

Catalogs

1st IMPERIAL, Chrysler Corp., The Regensteiner Corp., Chicago

2nd '55 CHEVROLET CAR ALBUM, Chevrolet Motor Div., Calvert Litho. Co., Detroit

3rd 1955 HOFFMAN TV CATALOG, Hoffman TV, Hillside Press, Los Angeles

Covers, Inserts and Signatures

1st ALLIS-CHALMERS COVER, Allis-Chalmers, Meisenheimer Ptg. Co., Milwaukee

2nd MAGAZINE INSERTS, Greenfield Tap & Die Corp., Forbes Litho. Mfg. Co., Boston

3rd ADENA OFFSET, The Chillicothe Paper Co., The E. F. Schmidt Co., Milwaukee

Lithographer's Own Promotion

1st NEW FACE FOR AN OLD FORM, The Veritone Co., The Veritone Co., Chicago

2nd "A-Z" DIRECT MAIL FOLDER, Brett Lithographing Co., Brett Lithographing Co., Long Island City, N. Y.

3rd BLACK IS THE BEAUTY, The Veritone Co., The Veritone Co., Chicago

Material in One or Two Colors

1st X-RAY AT ITS BEST, General Electric X-Ray Dept., The E. F. Schmidt Co., Milwaukee

2nd IF YOU'VE GOT A NOSE FOR NEWS, Wm. Phillips Co., Spartan Press, Los Angeles

3rd A NEW DIMENSION IN SOUND, Joseph Eger, Koltun Bros., Los Angeles

BUSINESS REPORTS

Annual Reports

1st 1953 CONVAIR ANNUAL REPORT, Consolidated Vultee Aircraft Corp., Frye & Smith, Ltd., San Diego

2nd 1954 ASF REPORT TO STOCKHOLDERS, American Steel Foundries, D. F. Keller Co., Chicago

3rd 1954 ANNUAL REPORT, Spencer Chemical Co., Western Lithograph Co., Wichita, Kans.

Quarterly and Other Reports

1st THE CALIFORNIA TREND, Bank of America, Stecher-Traung Lithograph Corp., San Francisco

2nd STANFORD REPORT, Weyerhaeuser Timber Co., Acme Press of Seattle, Seattle

3rd SELLING THE INDUSTRIAL MARKET, Newsweek Magazine, Raleigh Lithograph Corp., New York

POINT-OF-PURCHASE MATERIAL

Window Displays, Flat-Plane

1st JOHNSON'S BABY PRODUCTS, Johnson & Johnson, Ketterlinus Litho Mfg. Co., Primos, Penna.

2nd SEE RED, Max Factor, The U. S. Printing & Lithograph Co., Erie, Penna.

3rd SUCRETS WINDOW DISPLAY, Sharpe & Dohme, Niagara Lithograph Co., Buffalo, N. Y.

Window Displays, Multi-Plane

1st PHARMACY WINDOW DISPLAY, Parke, Davis & Co., Forbes Litho Mfg. Co., Boston

2nd FINEST BEER SERVED ANYWHERE, Pabst Brewing Co., The U. S. Printing & Lithograph Co., Erie, Penna.

3rd HIRAM WALKER DELUXE, Hiram Walker, Inc., Einson-Freeman Co., Inc., Long Island City, N. Y.

Light or Motion Displays

1st MOOD MUSIC DISPLAY, RCA Victor, Kindred, MacLean & Co., Inc., Long Island City, N. Y.

2nd MOTOROLA TV 21" SCREEN, Motorola, Inc., Einson-Freeman Co., Inc., Long Island City, N. Y.

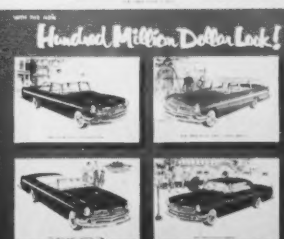
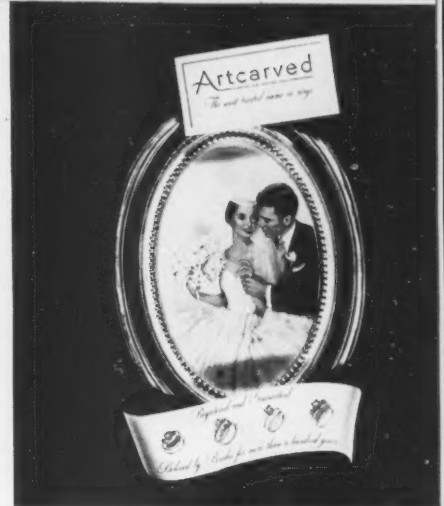
3rd PEPTO-BISMOL UPSET DISPLAY, The Norwich Pharmacal Co., Sweeney Litho Co., Inc., Belleville, N. J.

1. Point-Of-Purchase Material (Window Displays, Flat-Plane). Display for Max Factor by the U. S. Printing & Lithographing Co. won second prize.

2. Point-Of-Purchase Material (Counter Merchandisers and Displays). First prize went to Einson-Freeman Co., for work done for J. R. Wood and Sons.

3. Point-Of-Purchase Material (Miscellaneous; shelf talkers, window strips, price cards, etc.). American Colortype of Clifton, N. J. did this first prize work.

4. Posters (One, 2, 3-sheet, Truck, Wall, etc.) A job for Chrysler Corp. won third prize for the Regensteiner Corp. of Chicago.





Counter Merchandisers and Displays

- 1st ARTCARVED, J. R. Wood & Sons, Inc., Einson-Freeman Co., Inc., Long Island City, N. Y.
- 2nd PONTIAC CHART DISPLAY, General Motors Photographic, Carter and Galantin of Los Angeles
- 3rd COTY MUGUET DES BOIS, Coty, Inc., Consolidated Lithographing Corp., Carle Place, N. Y.

Floor Merchandisers and Displays

- 1st VAN CAMP CHICKEN OF SEA FISH, Van Camp Seafood Co., Einson-Freeman Co., Inc., Long Island City, N. Y.
- 2nd KELLOGG'S CEREALS HALLOWE'EN MASK, Kellogg Co., Niagara Lithograph Co., Buffalo, N. Y.
- 3rd 20,000 LEAGUES GIANT STANDEE, Walt Disney, The Hennegan Co., Cincinnati, Ohio

Combination Displays

- 1st HOWDY DOODY CHRISTMAS STAND, Colgate Palmolive Co., Kindred, MacLean & Co., Inc., Long Island City, N. Y.
- 2nd OLD CROW VACUUM FORMED FIGURES, National Distillers Prods. Corp., Einson-Freeman Co., Inc., Long Island City, N. Y.
- 3rd SUNNY BROOK PLASTIC HORNS AND BACK BAR PAPER, National Distillers Prods. Corp., Einson-Freeman Co., Inc., Long Island City, N. Y.

Miscellaneous (shelf talkers, window strips, price cards, banners, etc.)

- 1st STORE OPENING MATERIAL, National Biscuit Co., American Colortype Co., Clifton, N. J.
- 2nd SEAGRAM SAIL FISH FESTOON, Seagram Distillers Co., Consolidated Lithograph Corp., Carle Place, N. Y.
- 3rd SARAN CART WRAP, Dow Chemical Co., Einson-Freeman Co., Inc., L. I. City, N. Y.

POSTERS

24-Sheet Posters

- 1st CHILDREN'S PRAYER, General Outdoor Adv. Co., The U. S. Printing & Lithograph Co., Erie, Penna.
- 2nd TASTES BETTER WITH FRITOS, The Frito Co., Western Printing & Lithographing Co., St. Louis
- 3rd ROCKET DESIGN, Gulf Oil Corp., The Strobbridge Lithographing Co., Cincinnati

One, 2, 3-Sheet, Truck, Wall, Window, etc. Posters

- 1st FORWARD WITH GOD, Joseph Binder Co., American Colortype Co., Clifton, N. J.
- 2nd SELLING LIKE - FORDS, Ford Motor Co., The U. S. Printing & Lithograph Co., Erie, Penna.
- 3rd CHRYSLER NEW YORKER DELUXE, Chrysler Corp., The Regensteiner Corp., Chicago

Wall Charts

- 1st HOW TO TAKE A SOIL SAMPLE, The National Fertilizer Assn., Colortone Press, Washington, D. C.
- 2nd CHEVROLET TRUCKS FOR LOADS OF VALUE, General Motors Photographic, The U. S. Printing & Lithograph Co., Erie, Penna.
- 3rd THE NEW CHEVROLET FOR 1954, General Motors Photographic, The U. S. Printing & Lithograph Co., Erie, Penna.

DISPLAY CARDS

Car Card, Bus, End Cards (on board or mounted)

- 1st LUCKY STRIKE - JIMMY HATLO, The American Tobacco Co., Inc., The U. S. Printing & Lithograph Co., Erie, Penna.
- 2nd PEPSI COLA CAR CARDS, Pepsi-Cola Co., American Colortype Co., Clifton, N. J.
- 3rd LUCKY STRIKE - ANN SOUTHERN CHRISTMAS 1954, American Tobacco Co., Inc., The U. S. Printing & Lithograph Co., Mineola, N. Y.

PACKAGING MATERIAL

Labels

- 1st FRESHLIKE VEGETABLE LABELS, The Larsen Co., The U. S. Printing & Lithograph Co., St. Charles, Ill.
- 2nd Hi-C LABELS, Minute Maid Corp., H. S. Crocker Co., Inc., San Francisco
- 3rd BUTTERMILK PANCAKE MIX LABEL, Jewel Tea Co., Western Printing & Lithographing Co., Racine, Wisc.

1. Packaging Material (Labels). H. S. Crocker Co. also won second prize in this category.

2. Bank and Commercial Stationery (Misc. —Commercial Checks, Bank Checks, Drafts; Ruled Forms, Certificates, Blotters, Etc.) H. S. Crocker Co. of San Francisco took first prize with these forms.

3. Books & Book Jackets (Juvenile—Picture). First prize went to the Kellogg & Bulkeley Div., Conn. Printers Inc. for work done for Lippincott Co.

4. Books & Book Jackets (Book Jackets). Second prize went to Crafton Graphic Co., Inc. of New York for this piece.



A FABLE

Wrappers

- 1st HAPPY HOLIDAY, Barricini Candies, *Brookside Press, New York*
- 2nd LIL BLACK MAMBO, Peggy of California, *Western Lithograph Co., Los Angeles*
- 3rd TAPE RECORDING BOX WRAPPERS, International Pacific Tape Co., *Jeffries Banknote Co., Los Angeles*

Cartons

- 1st PM WHISKEY, National Distillers Prods. Corp., *American Colortype Co., Clifton, N. J.*
- 2nd DICKINSONS LAWN SEED, The Albert Dickinson Co., *Ace Carton Corp., Chicago*
- 3rd GOEBEL BEER SIX-PAK, Goebel Brewing Co., *Southern Gravure Co., Louisville*
- Miscellaneous—Packaging Inserts, All-over Papers, Tags, Seals, etc.**
- 1st SOPHIE TUCKER - FIFTY GOLDEN YEARS, Mercury Record Co., *Photopress, Inc., Broadview, Ill.*
- 2nd VIVALDI & COUPERIN, The Haydn Society, *Crafton Graphic Co. Inc., New York*
- 3rd C FOAM, American Latex Corp., *H. S. Crocker Co., Inc., San Francisco*

BANK AND COMMERCIAL STATIONERY

Business Stationery—Letterheads, Envelopes and Matched Stationery

- 1st GOLDEN STATE MUTUAL LIFE INS. Co., Golden State Mutual Life Ins. Co., *Koltun Bros., Los Angeles*
- 2nd SUSAN CRANE GIFT PACKAGING, Strauss Golman & Goldman, *Dowdell-Merrill, Inc., Dallas*
- 3rd MAX YAVNO PHOTOGRAPHY, Max Yavno, *Koltun Bros., Los Angeles*

Miscellaneous—Commercial Checks, Bank Checks and Drafts, Ruled Forms, Certificates, Blotters, etc.

- 1st WELLS FARGO BANK FORMS, Wells Fargo Bank, *H. S. Crocker Co., Inc., San Francisco*
- 2nd SCENIC BLOTTERS, First Security Corp. of Utah & Idaho, *Wheelwright Litho. Co., Salt Lake City*
- 3rd MULTIPLE VITAMINS BLOTTERS, Eli Lilly & Co., *Sleepeck-Helman Ptg. Co., Chicago*

BOOKS AND BOOK JACKETS

Juvenile—Picture

- 1st THE WET WORLD, J. B. Lippincott Co., *Kellogg & Bulkeley Div. Conn. Printers, Inc., Hartford, Conn.*
- 2nd THE NIGHT BEFORE CHRISTMAS, Doubleday & Co., *Acwelton Corp., New York*
- 3rd MADELINE, Simon & Schuster, Inc., *Western Printing & Lithographing Co., Poughkeepsie, N. Y.*

Juvenile—Text

- 1st MUSIC 'ROUND THE CLOCK, Follett Publishing Co., *The Veritone Co., Chicago*
- 2nd WALT DISNEY'S STORMY, Whitman Publishing Co., *Western Printing & Lithographing Co., Racine, Wisc.*
- 3rd JENNY WREN'S NEW HOUSE, Whitman Publishing Co., *Western Printing & Lithographing Co., Racine, Wisc.*

Trade, Text, other Books

- 1st FIRESIDE BOOK OF LOVE SONGS, Simon & Schuster, Inc., *Western Printing & Lithographing Co., Poughkeepsie, N. Y.*
- 2nd CHESAPEAKE BAY AND TIDEWATER, Bodine & Associates, Inc., *Universal Lithographers, Inc., Baltimore*
- 3rd FAVORITE RECIPES FROM FAMOUS EATING PLACES, Ford Motor Co., *Western Printing & Lithographing Co., Poughkeepsie, N. Y.*

Book Jackets

- 1st CHESAPEAKE BAY AND TIDEWATER, Bodine & Assoc., *Universal Lithos., Baltimore*
- 2nd A FABLE, Random House, Inc., *Crafton Graphic Co. Inc., New York*
- 3rd THE NEW SETTLEMENT COOK BOOK, Simon and Schuster, Inc., *Livermore & Knight Co., Pawtucket, R. I.*

School Yearbooks

- 1st CAMPANILE, Rice Institute, *Newsfoto Publishing Co., San Angelo, Texas*
- 2nd MAKIO, Ohio State University, *Taylor Publishing Co., Dallas*
- 3rd KIPKAWI, Washington Park High School, *American Yearbook Co., Owatonna, Minn.*

MAGAZINES AND HOUSE ORGANS

Complete Publications

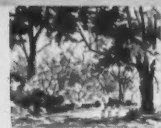
- 1st WHAT'S NEW - CHRISTMAS 1954, Abbott Laboratories, *The Veritone Co. and Magill-Weinsheimer, Chicago*
- 2nd PROVINCIAL'S PAPER, Provincial Paper Ltd., *Herald-Woodward Press Inc., Montreal*
- 3rd "75," Procter & Gamble Co., *Gibson and Perin, Cincinnati*

1. Magazines & House Organs (Covers Only). Job for West Virginia Pulp and Paper, by Ketterlinus Litho. Mfg. Co. took second prize.

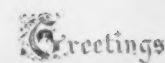
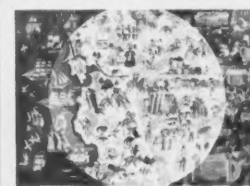
2. Maps (Other Maps). H. S. Crocker Co., of San Francisco scored again with the second prize.

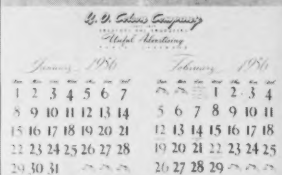
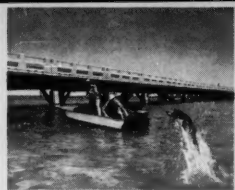
3. Menus, Programs and Announcements (All). This menu won third prize for the Regensteiner Corp. of Chicago.

4. Cards (Greeting Cards—Private). The Boughman Co., of Richmond, Va., took first prize for this work.



WESTACO





Covers Only

- 1st LEDERLE WINTER BULLETIN COVER, Lederle Lab. Div., *Niagara Lithograph Co., Buffalo.*
- 2nd WESTVACO INSPIRATIONS FOR PRINTERS, West Virginia Pulp & Paper Co., *Ketterlinus Litho. Mfg. Co., Primos, Penna.*
- 3rd WHAT'S NEW, Abbott Laboratories, *The Veritone Co., Chicago*

Signatures and Inserts

- 1st BRIEF SUMMARIES & ABSTRACTS, Abbott Laboratories, *The Veritone Co., Chicago*
- 2nd JEANMAIRE: ESQUIRE'S LADY FAIR, Esquire, Inc., *The Regensteiner Corp., Chicago*
- 3rd JAPANESE FISH PRINTS, The Upjohn Co., *The E. F. Schmidt Co., Milwaukee*

MAPS

Road Maps

- 1st LE ROI ROAD ATLAS, Le Roi Div. of Westinghouse Air Brake Co., *Dosie & Johnson Co., Milwaukee*
- 2nd MINNESOTA HIGHWAY MAP, State of Minnesota, *Harrison & Smith Co., Minneapolis*
- 3rd KENTUCKY HIGHWAY MAP, Commonwealth of Kentucky, *Courier-Journal Lithographing Co., Louisville*

Other Maps

- 1st GREAT LAKES AREA MAP, Ogleway Norton Co., *Kindred, MacLean & Co., Inc., Long Island City, N. Y.*
- 2nd A PAGEANT OF HISTORY IN NORTHERN CALIFORNIA, American Trust Co., *H. S. Crocker Co. Inc., San Francisco*
- 3rd TWA INTERNATIONAL ROUTE MAP, Trans World Airlines, *Rand McNally & Co., Chicago*

MENUS, PROGRAMS AND ANNOUNCEMENTS

- 1st THE BALMORAL, The Balmoral Hotel, *Mercury Lithographers, Inc., Miami*
- 2nd WINE LIST - CHARCOAL GALLEY, Jack Tar Hotels, *Bennits, Dallas*
- 3rd LUNCHEON MENU, Fred Harvey, *The Regensteiner Corp., Chicago*

CARDS

Greeting Cards—Published (Stock)

- 1st CHRISTMAS CARDS, Calif. Artists Div. of H. S. Crocker Co., Inc., *H. S. Crocker Co., Inc., Seal Beach, Calif.*
- 2nd GREETING CARDS, American Greetings Corp., *Copifyer Litho. Corp., Cleveland*
- 3rd GREETING CARDS, Panda Prints Inc., *Panda Prints Inc., New York*

Greeting Cards—Private

- 1st THE DANCE OF THE SUGAR PLUM FAIRY, The Baughman Co., *The Baughman Co., Richmond*
- 2nd GEORGIA NOCTURNE, Atlanta Paper Co., *Foote & Davies, Atlanta*
- 3rd EPIPHANY, Catholic Digest, *H. M. Smyth Printing Co., St. Paul*

Pictorial Post Cards

- 1st CHEVROLET 1955 POST CARDS, General Motors Photographic, *Western P. & L. Co.*
- 2nd JEFFRY PINE-SENTINEL DOME, 5 Associates, *H. S. Crocker Co. Inc., San Francisco*
- 3rd PLASTICHROME ADVERTISING CARDS, Several, *Colourpicture Publ. Inc., Boston*

CALENDARS

Stock Calendars

- 1st EXECUTIVE SPORTSMAN CALENDAR, Several, *U. O. Colson Co., Paris, Ill.*
- 2nd FLORAL MASTERPIECE, Several, *U. O. Colson Co., Paris, Ill.*
- 3rd ESQUIRE CALENDAR, Esquire, Inc., *The Regensteiner Corp., Chicago*

Custom-Built Calendars

- 1st EARLY ARRIVALS, Ketterlinus Litho. Mfg. Co., *Ketterlinus Litho. Co., Primos, Pa.*
- 2nd TWA 1955 JUMBO CALENDAR, Trans World Airlines, Inc., *R. M. Rigby Printing Co., Kansas City, Mo.*
- 3rd AMERICAN CYANAMID CALENDAR, American Cyanamid Co., *Kindred, MacLean & Co., Inc., Long Island City, N. Y.*

ART PRINTS

- 1st WHITE ROSES, H. S. Crocker Co. Inc., *H. S. Crocker Co. Inc., San Francisco*
- 2nd THE SUNLIT WAY, Goes Lithographing Co., *Goes Lithographing Co., Chicago*
- 3rd CHURCH AT OLD LYME, Niagara Lithograph Co., *Niagara Lithograph Co., Buffalo, N. Y.*

DECALCOMANIAS

- 1st THE QUEEN, Canadian Government, *Canada Decalcomania Co., Toronto, Ontario, Canada*
- 2nd PEEK-A-BOO BEAR CRIB DECORATION, Riverside Furniture Co., *The Meyercord Co., Chicago*

- 3rd FROZEN PEAS PACKAGE, Libby, McNeill & Libby, *Palm Bros. Decal. Co., Cincinnati*

UNCLASSIFIED—All Other Material

- 1st A TELEVISION NOTEBOOK, CBS Television, *Crafton Graphic Co. Inc., New York*
- 2nd PLEASURE BEFORE BUSINESS, Time, Inc., *Acweltone Corp., New York*
- 3rd POCKETS FULL OF FUN, Whitman Publishing Co., *Western Printing & Lithographing Co., Racine, Wisc.★*

1. **Calendar** (Stock Calendars). This calendar won first prize for the U. O. Colson Co., of Paris, Illinois.

2. **Arts Prints** (All). H. S. Crocker Co., of San Francisco, for this offset job, took first prize.

3. **Decalcomanias** (All). First Prize went to Canada Decalcomania Co. of Toronto for this government job.

4. **Unclassified** (All Other Material). Third Prize awarded to Western Printing & Lithographing Co. in this group.

Plate Cracking, Other Problems Discussed By Web Section, P. I. A.

LITHOGRAPHERS who use web equipment apparently have as many problems as other offset printers. That was indicated at the meeting of the Web Offset Section, Printing Industry of America, in Rochester, N. Y., March 24-25.

Fortunately, however, because of a well planned program, the 40 web men attending the two-day session in the Sheraton Hotel heard some suggestions that will go a long way toward solving at least two of their problems. Answers to their questions—concerned with plate cracking and printing on coated stock—were suggested at two discussion periods.

A guided tour of the graphic arts department of Rochester Institute of Technology and a visit to the Eastman Kodak plant complemented the program.

Floyd Phillips, of Otterbein Press, Dayton, O., told of his troubles with plate cracking during the first couple weeks after his company installed a web press. Various remedies were tried, he related, but quality got poorer until he came up with this three-part solution:

1. Used oil to hold packing in place on the cylinders.

2. Changed pressure settings over each blanket to .003, after taking packing from under plate cylinders and putting it under the blanket cylinders, thus relieving strain on the plates.

3. Changed bending jig to ease pressure on back edge of plates.

The related problem of straightening plates bothered some members of the section. Herman J. Schultz, Schultz Lithographing Co., Chicago, president of the section, said he had success heating the plates and bending them back into shape. R. E.

Giuliani, Illinois Zinc Co., Chicago, suggested a temperature of about 175° for this annealing method. Other operators reported they had trouble with cracking when they tried to straighten plates for a rerun and usually scrapped them.

At the other session, on coated stock, Donald R. French, Danner Press, Canton, O., stressed these requirements for successful press runs: use cooling rollers, minimum heat, a tight web and above all, a clean press. He suggested conditioning paper from 7 to 10 days in the press room before using it. Picking, smearing and loss of coating on paper disappeared when his plant followed the plan.

At the same session, Karl Fox, of Rapid Roller Co., Chicago, outlined roller requirements to be considered for web offset presses. He also mentioned the use of heat set inks in this connection.

At the Kodak visit, the men heard briefly about the history of Eastman products from John McMaster, manager of the graphic reproduction sales division. They were brought up-to-date on three company products in the offset field by members of the

(Continued on Page 119)



1. Chairman Schultz goes over program with speaker Floyd Phillips.

2. J. S. Armitage (l.), E. B. Parkes and Henry Lackner.

3. L. T. Hurst (l.), E. J. Storm and J. M. Rudolph.

4. H. A. Martin (l.), C. R. Huntwork, and L. R. Prinse.

5. E. J. Storm (l.), Gordon Wiley, section treasurer; chairman Schultz; and Hyman Safran, vice president.

Paper for Offset

By J. E. Wilber

St. Regis Paper Co.

THE trend toward higher speed and improved quality in offset lithography has exerted great demands on the paper manufacturers to produce a wide variety of offset papers of consistently high quality. New and improved techniques of paper making and quality control testing are constantly being developed and applied to insure a uniform product possessing freedom from picking, piling, dusting; no tendency toward scumming or tinting; good ink receptivity and ink drying characteristics; uniform moisture and good dimensional stability to prevent wrinkling and curling; and pleasing appearance.

Special Tests Used

In evaluating paper for offset printing, many special tests and methods are employed in addition to the classic paper tests for properties such as brightness, opacity, smoothness, tensile, tear, oil penetration, etc. The resistance of an offset sheet to picking and linting is not alone a function of fiber to fiber bonding and/or pigment binding per se. Factors such as resilience and compressibility, caliper, moisture content, moisture resistance, and others influencing energy absorption and efficiency play a predominant role. The specific effect of each of these variables is not fully understood. To evaluate the combined effect of these factors in order to deliver paper with satisfactory pick resistance under actual press conditions, several printing pick testers are currently being used. St. Regis employs the I.G.T., L.T.F., Davidson-Pomper and the

Warren Pick tester, the latter two as production control instruments. None of the pick testers mentioned above has been found to offer 100 percent correlation with commercial press results but we consider them more reliable than previous methods, i.e. Dennison Waxes and the "wet thumb" test.

Water Sensitivity

The degree of water sensitivity possessed by an offset sheet is of importance in predicting the influence of the paper on scumming, tinting, etc. Although determined efforts are made to prevent it, certain papers may contain soluble salts or surface active agents that could conceivably be leached out of the paper, contributing to scumming and/or tinting, while others may contain sizing or adhesive agents that could become softened or weakened by the dampening water. To prevent this, the paper manufacturer renders the offset papers water insensitive.

Offset papers do not necessarily have to be water proof or have extreme wet-rub resistance. These qualities in most cases will prevent the scumming and tinting difficulties but are not essential to good press performance. The same effect is accomplished by reducing the affinity of the sheet surface for water in such a manner that the paper never becomes thoroughly wetted by the moisture on the blankets. Paper having extremely high wet-rub resistance may offer little or no resistance to surface wetting and may absorb significant quantities of water, making it necessary to carry excessive

water on the dampeners with all the attendant press difficulties. The degree of water sensitivity is determined and controlled in production by special wet-rub testers, observation and measurement of contact angle with water, and water absorption measurements.

Ink absorption, ink wettability and ink drying are factors that affect print quality, economy in ink usage and ink offsetting. All three factors may be influenced by the paper making operation, surface treatments or nature of adhesive and pigment in the case of coated offset grades. Different methods are used to determine ink receptivity, ink drying, etc. A common practice is that of proof printing samples and offsetting freshly printed samples against a good quality enamel sheet. Observation of ink setting time on freshly printed samples using different inks is a further indication of ink absorption. Rub tests at definite time intervals after printing are used to estimate ink drying characteristics. Different draw-down tests and wipe tests are used to further evaluate the surface characteristics of printing papers. Surface pH of offset papers is a factor affecting ink drying and is determined and controlled by commonly applied techniques. In coated offset papers, pH is maintained at 7.0 (neutral) or above. In uncoated papers we strive for a minimum pH of 4.5. Surface pHs lower than the above figures frequently result in retarded ink drying.

Dimensional Stability

Control of moisture content and dimensional stability is extremely important in offset printing to prevent curl, wrinkling and misregister. Gravimetric moisture determinations in conjunction with automatic moisture recording mechanisms are relied upon to maintain paper moisture between 5 and 6 percent. In instances where paper is destined for use with heat-set ink, care is exercised to prevent moisture in excess of 5 percent.

The susceptibility to change in dimensions of an offset paper with changes in humidity must be reduced to a minimum to insure close regis-

ter. Also, the difference in the change of dimension in the two directions of the sheet with moisture changes is a significant factor in tendency of the paper to wrinkle and curl. The Neenah Expansimeter is used to check the dimensional stability of paper as an aid in maintaining a satisfactory stability level.

Printing is Real Test

Despite the many specialized quality control methods and tests, the final proof of an offset paper is in the printing. In all instances where a new grade is being introduced, or when a major modification of an existing grade has been made, St. Regis has established procedures for actual press room evaluation prior to release of the papers to the trade. Following satisfactory laboratory and mill evaluation, papers are given trials on small scale commercial presses in local lithographers plants. St. Regis watches especially for and notes any tendency toward picking or linting when different tack grade inks are used. In addition, ink drying or setting time, tendencies toward scumming or tinting, and general press performance such as forward and feeding, register, etc. are checked. Satisfactory performance at this step is followed by several large scale commercial press trials conducted under stringent operating conditions. Then the new or improved grades are released for limited distribution to confirm results of press trials prior to full approval.

St. Regis has introduced several new and improved papers for offset printing in the past year. A machine coated offset paper (Sunlite Coated Offset) designed for all types of offset printing, including four-color, gloss ink and varnishing, has recently been marketed. Two new offset

enamel grades (Cellugloss Enamel and Imperial Offset Enamel) produced by a technique of true double coating have been developed. These enamel papers exhibit exceptional smoothness, flatness, gloss and brightness, in addition to fine press performance.

Machine coated publication papers have been introduced for use on webbed offset presses in the past year. Results from limited commercial runs have proved most encouraging.

An uncoated offset sheet designed specifically for use on offset duplicator machines has recently been developed. This paper is characterized by high dimensional stability, stiffness, and caliper that promotes excellent forward and feeding delivery and freedom from wrinkling and curl.

Better Pick Test

As a general rule, the pick resistance of all offset papers has been increased in the past few years to accommodate the expanding use of gloss inks at high speeds. We use printing pick testers to predict the performance of offset papers. It is difficult to offer numerical values indicating the increase in pick resistance that has been noted in recent years, since each of these instruments is used under specially developed test conditions. It is estimated

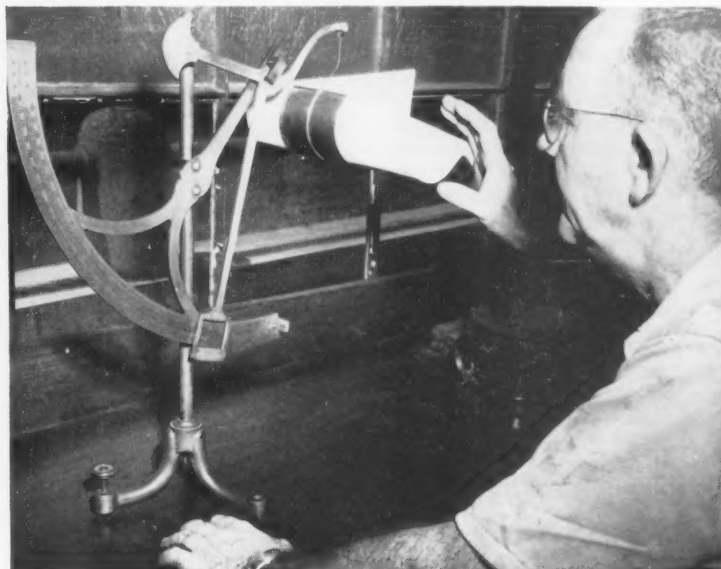
that pick resistance has increased approximately 20 percent in the past two or three years. New developments by the chemical industry in the field of sizing agents, beater additives and surface treatments have made it possible to accomplish this result without excessive hardening and embrittlement of the sheet, with subsequent curl, press and bindery difficulties.

New pulping processes such as the semi-chemical and chemi-groundwood process and the use of fibrous filler, calcium silicate, etc., and new paper making techniques now make possible offset paper of improved formation, strength, brightness and opacity. These results are manifested in terms of lighter basis weights and improved printing quality.

Strength and other physical properties are directly related to basis weight of paper and this factor must be controlled within very narrow limits. Weight is determined on special scales.

The technology of offset paper manufacturing is keeping abreast of rapid advancements in offset lithography. With advanced technology, increased technical service and applied skill of the papermaker, the lithographer may look forward to continued improvements and developments in offset papers.★

Testing Paper for Basis Weight



J. E. Wilber, St. Regis Paper Co., gives ML readers in this second-in-a-series article an insight into how offset papers are made and the quality improvements built into these grades in the last few years.



GO . . .

FROM BLACK TO YELLOW

IN LESS THAN 10 MINUTES!

LITTLE BENJY WASH-UP SOLVENT

1-STEP

New formula cleans rollers faster, safer, better, than any other method

Here, after 2½ years of research at Knox Soap Company, is the wash-up solvent you've been waiting for! Average wash-up takes but a few minutes, and the toughest of all, from black to yellow, can be whipped in less than ten minutes under typical, normal pressroom conditions. Laboratory comparative tests show Little Benjy to be 70% more efficient in cleaning than old 3-step methods.

Little Benjy will not damage plates, and is safe for all types of rollers. It is non-toxic for all practical purposes, there's no greasy residue, no unpleasant odors. High flash point meets safety requirements of every city in the United States. (Tagliabue open cup flash point, modified to meet requirements of Central Testing Laboratory, City of New York — 152° F.)

Rollers are restored to original condition. Pigments, glaze, and gum left deep in the rollers by other solvents are completely removed. When you use Little Benjy, presses run cleaner, down-time is greatly reduced for wash-ups and all but eliminated for roller conditioning.



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Film List for Litho Clubs

A compilation by Modern Lithography of films on lithography, ink, paper, equipment and other phases of the graphic arts as a help to program chairmen of lithographic organizations.

Lithography-General

PRINTING 16 mm., 11 mins., sound, black & white. Price. \$50. Carl F. Mahnke Productions, 215 E. Third St., Des Moines 9, Ia.

MAKING A 24-SHEET POSTER 16 mm., 30 mins., silent, black & white. Rental: free. Story of production of a poster from rough draft of the artist's sketch to posting of the completed job. McCandlish Lithographing Corp., Roberts Ave. & Stokely St., Philadelphia 29.

CREATION AND PRODUCTION OF ADVERTISING DISPLAYS 16 mm., 30 mins., silent, black & white and color. Rental: free. Gives basic steps involved in production of advertising displays, including lithography. Descriptive booklet available. McCandlish Lithograph Corp., Roberts Ave. & Stokely St., Philadelphia 29.

PHOTO-LITHOGRAPHY (Eastman) 16 mm., 45 mins., sound, color. Rental: free. Depicting the photographic operations involved in lithography, emphasizing improvements made possible by Kodak products. Emphasis is on control methods used in making color separations. Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

HOW TO MAKE A GOOD IMPRESSION (Harris-Seybold) 16 mm., 20 mins., sound, color. Rental: free. Describes offset process and shows how to purchase lithography wisely. Points up advantages of greater flexibility in art handling, wider choice of paper stocks, etc. Available through any company sales office or from main office, Harris-Seybold Co., 4510 E. 71st St., Cleveland 5.

A BETTER RUN FOR YOUR MONEY (Harris-Seybold) 16 mm., 20 mins., sound, color. Rental: free. Sequel to How To Make A Good Impression. Discusses, in same simple manner, what makes printed material effective. Shows and tells how, with offset lithography, advertisers can achieve greater effectiveness for their promotion material. Available through any

company sales office or from main office, Harris-Seybold Co., 4510 E. 71st St., Cleveland 5.

LTF SLIDE FILMS Lithographic Technical Foundation has 15 audio visual sets of 35 mm. strip film and long play recordings. All require 35 mm. strip film projector and record player. All phases of lithography, including paper troubles, ink, plates, etc., are covered. These audio visual sets are available singly or on a group plan. One strip film: LTF member—\$45; non-member—\$65. Set of 10 audio visuals: LTF member—\$300; non-member—\$500. Contact LTF, 131 E. 39th St., New York, for details on subjects covered.

THE TECHNIQUE OF LITHOGRAPHY 16 mm., 27 mins., silent, 1940. Rental: \$5. Detailed explanation of the process of making a fine art lithographic print from stone. Made at Christopher Columbus High School. Some narration, in addition to titles, is needed. Lester H. Kohs, 39 E. 35th St., New York.

MODERN LITHOGRAPHER (Encyclopedia Britannica) 16 mm., 11 mins., sound, color, 1940. Rental: \$2. Shows hand lithographing from stone, simple offset from metal and steps in making a fine arts reproduction and a process-color advertising piece. With diagrams. Association Films, 347 Madison Ave., New York.

FUNDAMENTALS OF LITHOGRAPHIC PRINTING film strip, 25 still pictures, 15 mins. Price: \$2. Strip contains scenes in a large lithographic plant. Syllabus accompanying strip explains each picture. Society for Visual Education, 100 E. Ohio St., Chicago 11, Ill.

IN PERFECT BALANCE (Miehle) 16 mm., 30 mins., sound, color. Rental: free. Discussion of the problem of production in the average printing plant today. Miehle presses used in demonstration. Available from Modern Talking Picture Service, Inc., 140 East Ontario St., Chicago 11.

LOOK TO THE YEARS AHEAD (Miehle) 16 mm., 30 mins., sound, color. Rental:

free. Story of the modernization of a printing plant typical of hundreds of plants in all parts of the country. A careful analysis is made of how their work could be handled more efficiently on modern equipment. Proprietor of the typical plant visits a neighboring plant where he sees modern presses in operation. Presses featured are the Miehle Model V-50 Vertical and the No. 29 Letterpress. Modern Talking Picture Service, Inc., 140 East Ontario St., Chicago 11.

THE GRAPHIC ARTS MARCHES ON (Sinclair & Valentine), 16 mm., 20 mins., sound, color. Rental: free. Available for industrial and educational groups. Company prefers showing be handled through a branch office. Sinclair & Valentine Co., 611 W. 129th St., New York 27.

BRADSHAW'S BILLIONS 16 mm., 26 mins., sound, color. Rental: free. A printing salesman shows Bradshaw how he can increase his business by using printed pieces. Non-technical. Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

Color and Ink

NATURE OF COLOR 10 mins., sound, color, 1946. Price \$75. Rental: \$3.25 Audio-Visual Dept., College of the City of New York, 17 Lexington Ave., New York 10.

CURVES OF COLOR 16 mm., 10 mins., sound, color. Rental: free. Shows how recording spectrophotometer can obtain curves for every possible color and therefore match colors exactly. General Electric Co., Distribution Section, Advertising & Sales Promotion, 1 River Rd., Schenectady 5, N. Y.

COLOR film strip, 39 frames, color, text. Price: \$4.95. Shows how to mix colors. Curriculum Films Inc., 41-47 Crescent St., Long Island City 1, N. Y.

RAINBOWS TO ORDER 16 mm., 21 mins., sound, color. Rental: free. Describes manufacture and use of ink, with emphasis on

color and color matching. Interchemical Corp., Printing Ink Div., 67 W. 44th St., New York 36.

MORE COLOR (*Dayton Rubber*), 16 mm., 20 mins., sound, color. Rental: free. Tells about application of Dayco Color Separators and Fountain Dividers on letterpress and offset presses. Shown only through scheduled meetings by Dayton Rubber personnel, Dayton 1, O.

Paper

PAPER, PACEMAKER OF PROGRESS 28 mins., color, 1945. Rental: free. Traces history of papermaking through the ages, giving complete explanation of both hand and machine processes. Contact Mr. C. W. LaDow, F. C. Huyck & Sons., Albany 1, N. Y.

SHORT COURSE IN PAPER MAKING 35 Mins., color, 1948. Rental: free. Excellent technical film on complete process of making paper. P. H. Glatfelter Co., Spring Grove, Pa.

PAPER IN THE MAKING 35 mm. slide film, silent, black & white, captions and syllabus for lecturer. Price: \$3. Shows manufacturing from logs to sheets of paper. Society for Visual Education, Inc., 100 E. Ohio St., Chicago 11.

GREAT WHITE TRACKWAY (*Hammermill Paper*) 16 mm., 28 mins., sound, color. Rental: free. Viewers are taken on a detailed trip through Hammermill from pulpwood dock to finished paper room. Processes and machinery are clearly shown. Hammermill Paper Co., Educational Service, 1599 East Lake Rd., Erie 6, Pa.

PAPERMAKING AT HAMMERMILL (*Hammermill Paper*) 35 mm. filmstrip, accompanying manual with text to be read. Cost: \$1 for set. Illustrates papermaking process, start to finish. Hammermill Paper Co., Educational Service, 1599 East Lake Rd., Erie 6, Pa.

THE WORLD BEHIND A WATERMARK (*Nekoosa*) 16 mm., 33 mins., sound, color. Rental: free. Depicts complete manufacture of paper from start to finish, using professional talent from Hollywood. Filmed on

Nekoosa properties. Company requests return of film as it is sent: prepaid parcel post, insured for \$200. Nekoosa-Edwards Paper Co., Port Edwards, Wis.

PAPER WORK (*Champion Paper*) 16 mm., 30 mins., sound, color. Rental: free. Film tells simply how paper is made then goes into mill to show entire process of making papers, from pine woodlot to smooth white or colored paper. Modern Talking Picture Service, Inc., 45 Rockefeller Plaza, New York 20. The company has several other films, mostly non-technical.

PAPER IN THE MAKING (*International Paper*) 16 mm., 25 mins., sound, color. Rental: free. Reviews paper's many uses, explains details of paper making process, from forest to finished product. Public Relations Dept., International Paper Co., 220 E. 42nd St., New York 17.

Equipment, Supplies

A NEW ERA IN PRINTING (*Intertype*) 16 mm., 35 mins., sound, color. Rental: free. Explains the Fotosetter photographic line composing machine: how it sets type on film and how it handles various sizes of type, insertion of pi characters, etc. and how it is adaptable to existing composing room operating and servicing personnel. Emphasis on litho, with letterpress and gravure considered also. Photographs of Fotosetter installations. Information on bookings from Intertype Corp., 360 Furman St., Brooklyn 1.

LENSES 15 mins., silent. Film was made for general science classes in high schools. It discusses light bending but is not very technical. Contact Encyclopedia Britannica Films, 450 W. 46th St., New York.

KODAK PHOTO RESIST (*Eastman*) 16 mm., 11 mins., sound, color. Rental: free. Use of Photo Resist as an ink-receptive material for preparing surface plates is described in detail. Film is aimed at lithographers. Cites advantages of this material (long shelf life, ease of preparation, etc.) and shows three methods of development. Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

ADVANCEMENTS IN PRINTING PRESS DESIGN (*Miehle*) 16 mm., 29 mins., sound,

black and white. Rental: free. Latest refinements in high speed offset printing. Output of 6,500 impressions an hour is shown in slow motion. Modern Talking Picture Service, Inc., 140 E. Ontario St., Chicago 11.

Type

TYPE SPEAKS (*ATF*) 16 mm., 25 mins., sound on film, color. Rental: free. Dramatic story of foundry type and its contribution to the progress of civilization. Portrays important part foundry type plays in business, education and social life today. Shows varied uses of foundry type by the artist, designer and printer. Modern Talking Picture Service, 45 Rockefeller Plaza, New York 20.

FIVE CENTURIES OF TYPE FOUNDING (*ATF*) 35 mm., strip film, 30 mins., sound, black and white. Rental: free. History and development of many famous printing types. Traces development of Old Style type from Jenson in 1470 to Caslon in 1720, with illustrations of today's types derived from sources in that period. Required for showing are a sound-slide film projector and screen. Modern Talking Picture Service, 45 Rockefeller Plaza, New York 20.

Other Processes

MAKE AN ETCHING 30 mins., silent. Rental: \$4. Shows in detail, how an etching is made. Art Films, 650 Ocean Ave., Brooklyn 26.

MODERN PHOTO-ENGRAVING (*Eastman*) 16 mm., 39 mins., sound, color. Rental: free. Production of four-color process plates with controlled methods is depicted, with emphasis on operations associated with photographic sensitized materials. Preparation of color separations, on through to press make ready and printing. Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

KODAK EKTAGRAPH PROCESS (*Eastman*) 16 mm., 8 mins., sound, color. Rental: free. Photographic method for making silk-screen stencils from continuous tone or line copy is described. Intended for silk-screen printers or those contemplating a silk-screen addition to their plants. Eastman Kodak Co., 343 State St., Rochester.

We have tried to make this list as accurate as possible, but corrections will be welcomed, as well as information on other films which are available. Consult ML for reviews of films as released.

Litho Sparsely Represented At Chicago Packaging Show

By H. H. Slawson

Chicago Correspondent

LITHOGRAPHY as a printing medium for package manufacturers failed to make its customary expansive showing among other processes competing for attention at the 24th National Packaging Exposition in Chicago, April 18-21.

Some 400 manufacturers of packaging equipment, materials, supplies and services filled 3½ acres of exhibit space in the new Exhibition Hall at the International Amphitheatre. Among them were just two paper lithographers and four who use offset for decorating metal containers. Four ink makers and other related litho interests also were represented.

Rossotti Display

Rossotti Lithograph Corp., North Bergen, N. J., centered its colorful display around the theme of packaging for self service merchandising. Sales representatives impressed the thought that in the less than 90 seconds spent by the average shopper, the package must *sell*; it must be an effective attention getting advertising medium, telling a good product story and giving the consumer reasons for buying.

How this is accomplished was set forth in the explanation of Rossotti's design and production service in its two plants at North Bergen and San Francisco.

"Good packaging needs researchers, engineers, economists and psychologists, as well as printers," remarked Charles Rossotti, chairman of the board, who supervised the presentation at the Chicago show.

Good packaging, he stressed, is a necessity, not a luxury, and it is never expensive.

Others who assisted Mr. Rossotti included K. A. MacDonald, central division sales manager, Irwin Greenberg, advertising manager, several product division managers and a number of field representatives.

U. S. Printing Theme

U. S. Printing & Lithograph Corp., Cincinnati, which helped hold the fort for lithography at the show, has never found any more effective expression of its sales theme than the familiar "Color Printing Is Our Baby," according to Howard Minnich, advertising manager. He admitted, however, that the charming infant whose colorful picture accompanies this slogan, is growing up and like Philip Morris with his "Johnny", U. S. P. & L. may soon have to find a more youthful replacement model for their purposes.

In addition to folding cartons and labels, produced for varied customers and purposes, U. S. P. & L.'s exhibit also included samples of point of sale displays, indoor posters, car cards, booklets, catalogs and other advertising materials using multi-color printing. Attention was directed also to the company's newly designed folding carton with flip top for Marlboro cigarettes, first of its kind in the tobacco field.

Wm. H. Walters, president of U. S. P. & L., was on hand for the show along with a large staff of field representatives.

American Can Co. featured its lithographed metal cans for beverages on which a recently adopted trade mark or brand name, "Miracan" has been conferred. In the very short time since the beverage industry switched part of its packaging from glass to tin containers Canco has developed designs and produced the cans for the makers of 75 different soft drinks, according to T. F. Brennan, assistant general manager, new products division.

Big Field

The end, he declared, is not yet in sight for this sudden expansion of the metal decorating business. The movement is not limited to beverages, he added, pointing out as an example the use of lithographed metal containers for liquid detergents, where formerly this product was available only in powdered form. This, Mr. Brennan said, explained the significance of the slogan "Yesterday's ideas — today's realities" which appeared prominently in the booth's decorations.

The I. D. Co., New York, had two new numbers in its line of lithographed metal ware, imported from England. Added to the "China Garden" series of trays, baskets and other gift and premium items was a new "Mandarin" caddy with design copied from a rare museum original dating from the Sung Dynasty, 960-1127 A. D. The other newcomer was a "Limoge" container for nuts and sweets. Although bearing a remarkable resemblance to porcelain, both are decorated by lithography, by the

century old Metal Box Co., London, Eng., for which the I. D. Co. is sole U. S. distributor. In charge of the Chicago show was A. S. Katzman, sales manager.

Rheem Mfg. Co., as usual in the past few years featured its 55-gallon steel drum, decorated on the world's largest lithographing presses. Shown also this time was a new line of fiber drums, recently introduced and, for the present, decorated by the silk screen printing process. Plans are under development, it was learned, to make use of lithography for this operation. A. Nides, sales manager, was in charge of the staff at the booth.

Continental Can Co., which has extensive metal lithographing facilities at several plants, maintained a restful lounge where exposition visitors could relax. No showing of products was made in this space.

Ink Makers Present

Ink manufacturers participating in the packaging show included Interchemical Corp's IPI printing ink division, Sun Chemical Corp's various ink divisions, Sinclair & Valentine Co. and Bensing Bros. & Deeney. American Type Founders was on hand to explain its web fed and sheet fed offset presses as they fit into the packaging field, with Douglas E. Murray, sales manager, web division, in charge.

S. D. Warren Co., Boston, made the first public showing of a new high gloss folding carton stock for de luxe packaging and point of purchase display use. Filmotype Corp., Chicago, demonstrated its photocomposer, for which approximately 300 type faces, alphabets, foreign language fonts and other composing room and art department needs are now available. Carl A. Turk, sales manager, was in charge.

Socony Vacuum Oil Co., New York, displayed its line of microcrystalline waxes for the paper converter. Various manufacturers of pressure sensitive materials printed by lithography and other processes displayed their products and there were numerous displays of silk screen work on glass, plastic and other substances.★

John H. Doesburg, secretary and general counsel of the Master Printers Section, Printing Industry of America. He is scheduled to address the convention.



Doesburg

Blattenberger, Walling Set To Address Southern Meeting

PLANs are nearing completion for the 34th annual convention of the Southern Graphic Arts Association at the Arlington Hotel, Hot Springs, Ark., May 26-27.

Heading the list of speakers is William H. Walling, president of the Printing Industry of America and Hon. Raymond Blattenberger, United States Public Printer. Other speakers who will address the convention include Wade E. Griswold, executive director, Lithographic Technical Foundation; Harold Hutchison, president, Master Printers Section, Printing Industry of America; and John H. Doesburg, secretary and general counsel, Master Printers Section, P.I.A.

Two Panels

Two important panel discussions are planned. The first is on "Copy Preparation and Planning For Quality," which will be held Thursday morning. Serving on this panel will be Howard Retzloff, commercial artist of Little Rock, Ark.; C. R. Cheadle, director of editorial service, University of Arkansas; J. T. Morgan Jr., president of Litho-Krome Co.,

Columbus, Ga.; Ben Granger, vice-president and general manager of St. Petersburg Printing Co., St. Petersburg, Fla.; and Harold N. Cornay, president of Press of H. N. Cornay, New Orleans, La.

Discuss Costs

On Friday the panel discussion will be "Costs, Pricing and Production." Members of this panel are Harold Braun, president, Fetter Printing Co., Louisville, Ky.; C. D. Blanchard, president, The Rein Co., Houston, Tex.; John T. Upton, president, E. S. Upton Printing Co., New Orleans; W. H. Egan, president, The Egan Printing Co., Dallas, Tex.; and Robert G. Griffin, president, Courier-Journal Lithographing Co., Louisville.

16th Exhibit

In conjunction with the convention the 16th Annual Exhibit of Southern Printing will be held. Last year more than 1600 entries were made with signs of an increase this year.

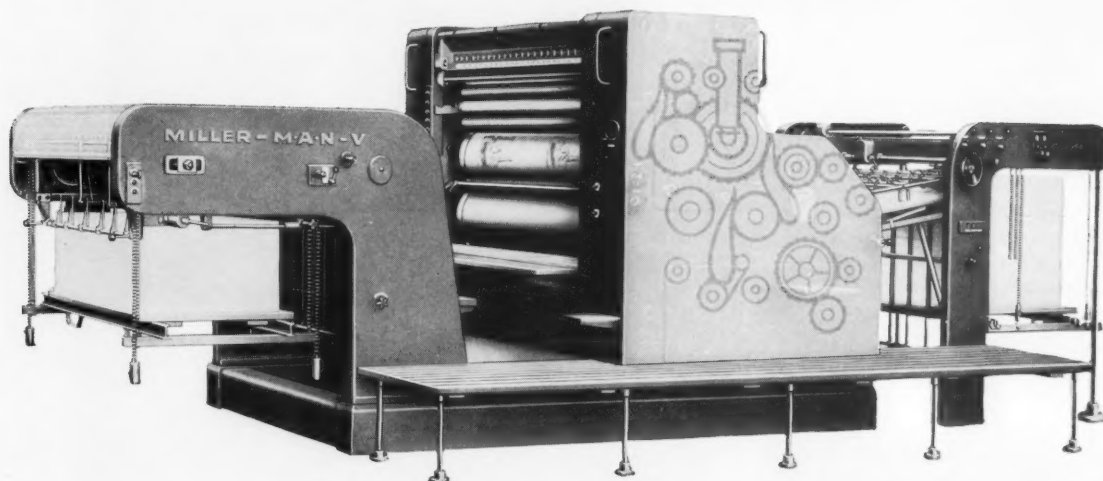
A full program has been planned for the women with the convention winding up with the annual banquet and dance Friday evening.★



MILLER M·A·N

OFFSET PRESSES

Bathed in Oil · Bathed in Oil



Bathed in Oil · Bathed in Oil

A continuously circulating flow of oil lubricates all moving parts of the drive and control mechanism of Miller-M.A.N. Offset Presses. The oil is supplied through built-in oil pumps contained within sealed housings. These housings also prevent the introduction of dirt, offset spray and foreign materials into the press mechanism. The down time for lubrication is thus held to a minimum and long press life is assured. This is another reason why you get quality work at less cost with a Miller.

For further particulars write:



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1135 Reedsdale Street • Pittsburgh 33, Pa.

Miller Printing Machinery Co. of Canada Limited
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Many Entries, No Prizes

THE 28th annual "Design in Chicago Printing" contest, sponsored by the Society of Typographic Arts, attracted 910 entries, one of the largest number on record for this annual printing art classic. When the judges finished their work, however, only 94 pieces, the smallest on record, were considered worthy of hanging in the public exhibit at the Chicago Art Institute. No awards were made for anything, but the public was assured that this did not mean that no piece merited signal recognition. It just meant, the judges insisted, that they had imposed a selectivity so rigorous that "representation alone signifies conspicuous excellence."

Members of the panel which made the selections were Taylor Poore, art director, Tempo, Inc., Suzette M. Zurcher, designer of publications for the Art Institute of Chicago and Will Burtin, commercial designer.

Among Chicago litho firms whose work appeared in the show was the Veritone Co., with a broadside, "Black Is the Beauty," designed by Carl Regehr, for use in the company's self-advertising program. Huron Press lithographed the "Physicians Report No. 13," shown on this page, which was entered in the Folder class. Don Walkoe was the designer.

Among other litho firms credited with production of pieces hung in the show were: R. R. Donnelley & Sons Co., Hillison & Etten Co., 20th Century Press, Rayner Lithographing Co., Crewdson Printing Co., Geo. F. McKiernan & Co., U. S. Litho., H. L. Ruggles & Co., D. F. Keller & Co. and Geo. C. Melin Printing Co.★



Black Is The Beauty, designed by Carl Regehr for Veritone Co., Chicago.



Physician's Report lithoed for American Medical Society by Huron Press. Designed by Don Walkoe.

Kodak
TRADE-MARK

News for Photolithographers

"You can put
my billions*
to work for you,"



says Warner Bros. star,
George O'Hanlon,
alias Joe McDoakes,
alias GEORGE BRADSHAW

**"Bradshaw's Billions" is a motion picture that promotes the importance of the Graphic Arts to business and industry. It carries a strong, convincing message to all of your customers. And you can use it for free!*

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partner to business. It's 25 minutes long, it's in full color, and it convincingly tells *your* importance to anyone who sells or advertises anything."

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George is right. Humorous as it is, his story will put *your* story across in a dramatic, convincing, long-remembered way.

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clubs as you can, we'll lend the film to you at no charge. We'll also furnish you—again, free of charge—colorful, curiosity-arousing leaflets (with room for your imprint) that you can use to attract your audiences.

All you have to do to get a print of "Bradshaw's Billions" on free loan is write us and ask for it. Do it *now*, so you can give "Bradshaw's Billions" its premiere in your town.

Here's a quick preview



1. "Besides what this film can do for your business, the best thing about it is me—George Bradshaw."



2. "Not so long ago, I was another wage slave, but, boy, I was thinking. Then—I invented the Fortaset."



3. "Trouble is, nobody ever heard of George's Fortaset and, what is not so funny, nobody ever bought it."



4. "And even if somebody bought it, he wouldn't know how to use it, 'cause—no instructions."



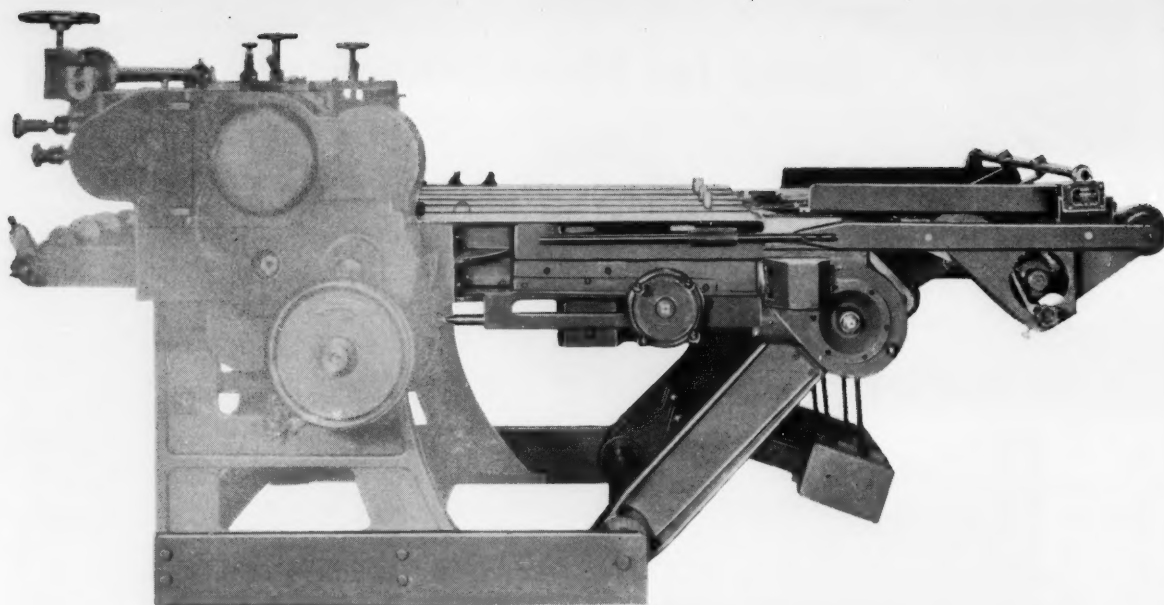
5. "So a printer friend gradually got me straightened out, and lots of things started rolling."



6. "How do you like the shape of this office, eh? Some class! And all this is just the start."

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With Three Register Fingers. (Designed for use
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You will observe that the new rails along the floor are secured to the side frames of your present coater — to facilitate the installation.

With the new system, each sheet is precisely synchronized with the registering fingers — for increased accuracy and higher speeds.

Complete details will be furnished without obligation. Please specify serial number of your present coater.

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Division

Metal Decorating

LNA Announces Metal Decorating Winners

TWO clever tray decorations and a highly critical job for a scientific company won the top three prizes in the Metal Lithography section of the Lithographers National Association 5th annual lithographic awards competition. (For complete details on the competition, see page 40.)

Caspers Tin Plate Co., Chicago, was the only two-time winner, receiving third place for its decorated sheet showing copper corrosion standards (Central Scientific Co.) and an honorable mention for a Beech-Nut display rack for Advertising Metal Display Co.

First prize in the section went to J. L. Clark Mfg. Co., Rockford, Ill., for its own nostalgic 50th anniversary tray showing a dressed up version of a newspaper, dated the year of the company's founding.

Ballonoff Metal Products Co., Cleveland, produced a colorful tray with a Coney Island theme for Pepsi-Cola Co., which placed second.

The other honorable mention awards went to Lancaster Can & Sign Co., Lancaster, Pa. for the Plantation Dainties Can (Plantation Chocolate Co.) and to Benjamin Wolff and Co., Melrose Park, Ill., for Glamour Girl ashtrays (National Press Co.).

These winners will go on display with the other prize-winning pieces at Marshall Field's in Chicago May 9-20.★

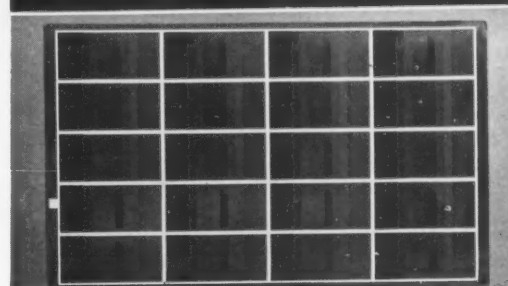
Anniversary tray won first prize for J. L. Clark Mfg. Co.



Coney Island was theme for second place winner by Ballonoff Metal Products Company.



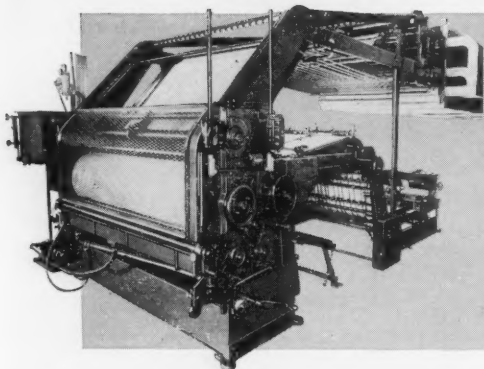
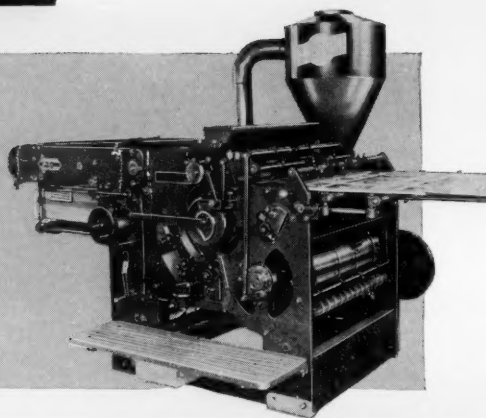
Scientific work by Caspers Tin Plate won third prize.



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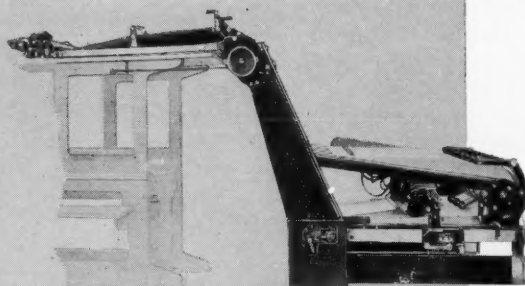


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VARNISHING of labels, magazine covers, circulars and gift wrappings enhances both product appearance and profits. The Christensen Varnishing Machine operates at almost twice the speed of any other present varnisher. Dual-level oven decreases floor space required. The Christensen will handle paper or board in widths up to 78 inches.

STREAM FEEDING with the Christensen Continuous Feeder means no stopping of the press . . . more printed sheets per hour. Improved register because sheets arrive at register position at one-sixth the speed of sheet-by-sheet feeders. Floor loading reduces operator fatigue, reduces loading time, eliminates stairs and platforms.



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Continental Can Develops Solderless Juice Can

ANOTHER advance for metal decorating has been made by Continental Can Co., New York, with announcement that it has developed what it claims is the first solderless food can for frozen concentrated juices, permitting use of the complete can circumference for the lithographed label.

An old problem to metal decorators — the temperature changes that most cans must undergo during their filling, processing and storage — had to



Solderless Juice Can

be overcome by Continental before the company could determine the ideal structure and material formulations. Continental stated that two years of work in the research and development departments of the company went into the search for the solderless can.

Big advantage of the can, of course, is that the increased design area of the juice container makes better lithographed displays possible. The company says it is seeking similar cans for other foods.★

Metal Decorators to A-C Again

Annual meeting of the National Metal Decorators Association will be held in Atlantic City, N. J., October 10-12 at Chalfonte-Haddon Hall.

Announcement of the meeting (same place as last year) came from Harold W. Lee, secretary treasurer of the Association, in a letter to all members urging prompt placement of reservations.

Although the ladies were not officially invited this year, they are welcome and the Navajo Parlor Room will be open for their use. The business meeting is restricted to members only, but suppliers' representatives are invited to attend lectures and other sessions.

Advance plans include a visit to Crown Can Co.'s new plant in Philadelphia, and a "Got a Problem" panel.



Continental Honors Employee

Hans A. Eggers (left), president of Continental Can Co., presents the annual President's Award of \$500 and an all-expense trip to New York to John H. Fehrmann, an employee of the company's Central Metal division. The award is given each year

for the outstanding suggestion under the company's Idea Plan for employees. Mr. Fehrmann suggested a reduction in the size of lithography rolls and blankets, effecting an annual savings of more than \$4,000.

Canco Pour-Sift-Store Top

Combining a revolving plastic disc with metal cans for pouring or sifting a variety of products was introduced by American Can Co. at the National Packaging Exposition, Chicago, April 18-21. The dispensing disc fits snugly and flatly into the recess of a modified end of Canco's sanitary-type container and revolves to the desired position to open, sift, pour or close. The disc is held in place by an inward flanging of the double-seamed top edge of the can.

The disc has two die-cut openings, one in pie-wedge shape and the other a cluster of small round holes. After the can has been opened by a beer can type opener (working through the pie-wedge opening), it becomes a package that will open with a flip of the finger, pour bulky products, become a sifter and can be closed tightly for storing. D. B. Craver, vice president in charge of sales, said.

The new device was tried on several thousand cans of powdered cream used experimentally by the U. S. Navy on transport ships and was reported to have been efficient.

The sturdy can withstands rough handling, Mr. Craver said, is tamper-proof, provides low shipping weight and the lithographed label gives greater durability and stronger point-of-sales impact.

Henderson to Wolff & Co.

T. J. Henderson is joining Benjamin Wolff & Co., Melrose Park, Ill., May 1, as director of lithography.



He started his career with H. D. Beach Co., Cochocton, O. and has held positions with American Can Co., Heekin Can Co., Robert Steel & Iron Co., and Continental Can Co. He was with Continental for 32 years.

New Epoxy White Litho Coating

The Watson-Standard Co., Pittsburgh, has introduced a new epoxy coating specifically formulated for roller coating application. Of particular interest to cap and closure manufacturers, this new white coating is said to have excellent tumbling resistance, scuff and stain resistance.

Designated 13-327, the product is shipped to 52 to 54% non-volatile and at a viscosity of 80 to 90 seconds (#4 Ford Cup), and may be run as received without further adjustment. Baking temperature of 315° to 350°F. is suggested.

TAGA To Stress Color Problems

LITHOGRAPHERS interested in the technical side of the business headed for Boston early this month from all parts of the country. The occasion is the Seventh Annual Meeting of the Technical Association of the Graphic Arts. It will be held in the Somerset



Leekley

Hotel May 9-11.

Immediately following, most of the lithographers will move on to the Parker House in the same city for the Fifth Annual Meeting of the Research and Engineering Council of the Graphic Arts Industry.

At the TAGA meeting the litho men, along with representatives of other branches of the graphic arts, are scheduled to hear 20 papers, according to Robert M. Leekley, chairman of the Paper committee. Abstracts of the talks follow:

1. Reproduction of Color with Halftone Images. F. R. Clapper and J. A. C. Yule, Research Laboratories, Eastman Kodak Co., Rochester, New York.

Although many techniques have been developed to yield high quality color reproductions in the graphic arts, the representation of colors with multiple printing of colored halftone dot patterns is still not a clearly understood subject. This is borne out by the common but oversimplified expression that the nature of the halftone process is essentially additive color mixing in the light

Program

Following is the program for the TAGA meeting. For a resume of the papers, refer to the abstracts appearing on these pages:

MAY 9 — MORNING
 Presiding: R. M. Leekley, Springdale Laboratories, Springdale, Conn. Papers 1 — 5.

MAY 9 — AFTERNOON
 Presiding: M. C. Rogers, R. R. Donnelley and Sons Co., Chicago. Papers 6 — 10.

MAY 10 — MORNING
 Presiding: W. C. Walker, National Printing Ink Research Institute, Bethlehem, Pa. PRINTABILITY SYMPOSIUM. Papers 11 — 15.

MAY 10 — AFTERNOON
 Presiding: J. L. Kronenberg, S. D. Warren Co., Boston. PRINTABILITY SYMPOSIUM (continued). Papers 16 — 20.

tints and subtractive color mixing in the dark tints.

More accurate information concerning the complicated mechanics of the halftone process, and its dependence upon the many variables involved, is obtained from a theoretical analysis of the interaction of light with the halftone dot structure. Correlation of data from printed halftone color reproductions serves to show the validity of such theoretical analyses.

Based on this understanding of the halftone printing process, the required characteristics of masking are better evaluated. The relationship

between the types of masking suitable for continuous tone work and for halftone reproduction is discussed.

2. The Application of the Neugebauer Equation to Electronic Color Correction. V. L. Marquart, Curtis Publishing Co., and J. S. Rydz, Radio Corporation of America.

All areas within the color gamut of a copy to be reproduced rarely fall within the color gamut of the printing inks. A change in dominant wavelengths, purity, or luminance is performed by the photoengraver in an interpretation of the subject. The operator of the RCA All Electronic Color Corrector produces the same changes by means of varying the terms in the Neugebauer equations. These terms are varied by changing knobs on a computer panel and observing results on meters which indicate black, cyan, magenta, and yellow percent ink dot.

This paper will present a review of the RCA Electronic Color Correction process and the basic principles underlying the Neugebauer equations. Ink charts placed about the border of a subject provide the means by which the operator obtains the terms in the Neugebauer equations, thus establishing the printing ink gamut. Methods and examples of changing the computed ink dot values when colors fall out of the ink gamut will be presented.

3. Adaption of Electronic Color Correction to the Printing Process. Harry E. Rose, Radio Corporation of America, Camden, New Jersey.

The Neugebauer equations for color correction are mathematically exact expressions which should relate color stimuli to the ink variables, dot size and color absorption. The ink dot sizes, derived by the computer that solves the equations, are presented in photographic form as continuous tone images. The rigor of mathematics and equation solving involved in these images is extended to the final processing steps by which the images are converted to the final four-color proof. The problem is to define dot size and the tone distortions of the halftoning, etching and

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proofing steps. Tone distortions are readily defined by density readings of a gray scale before and after each step. In this manner, the individual dot mechanics of squeeze out, variations of film thickness across the dot, and minimum and maximum sizes are integrated into one overall distortion, conveniently measured without analyzing individual dots. Thus, the dot size is defined only by the effective density of a sample area of dots. The overall density distortion resulting from the comparison with the linear density of the continuous tone plate from the computer is entered in a reverse manner on the theoretically correct dot size in the recording of the continuous tone plate so that the two distortions cancel. Thus, only the reproducibility of the process steps controls the process accuracy. These were standardized, in a way generally consistent with present techniques, so that reproducibility is no longer a problem.

In another form of departure from the ideal mathematical equation, as used at first, black ink does not mask out all the color of the three other inks when overprinting these inks singly or in combinations. Additions to the equations, based upon colorimetric data of the overprints, increase the accuracy of colored-gray computations.

Another recent modification allows black ink and black contribution of the three-color overprint to aid one another in ratios depending upon saturation of the low luminance color to be reproduced. This method allows the three-color overprint to control the luminance significantly except where the black ink is most effective in near neutral areas.

Initial colorimetric measurements of the original and final proofs of art copy have been correlated with some observer reactions. There is indication that the final proof presents faithfully colors which are considered important by the observers, and the converse may be concluded of the unimportant colored areas.

4. A Three-Color Black Printer. L. E. Martinson, Research Laboratories, Eastman Kodak Co., Rochester, New York.

A system is described for making a black printer for three-color printing, using existing halftone separation negatives. It is essentially a printing plate made by exposing through the three halftone separation negatives superimposed. Explanation and sensitometry are given to support what has proved to be a useful extension of the three-color printing program.

Variations in the system of superimposing halftone negatives are suggested to give unusual effects.

Application to the conventional positive-deep etch process is also suggested.

5. Color Differences of Halftone vs. Flat Print. Willard Greenwood, Forbes Lithograph Manufacturing Company, Boston, Massachusetts.

Swatches have been produced by printing a halftone of full strength ink and then closely matching this halftone by extending the same ink with transparent reducer. The results of this will be exhibited with measurements of the color differences.

6. Fairchild Variable Response Unit for Electronic Engraving. S. W. Levine, R. N. Hotchkiss, F. P. Willcox, Fairchild Graphic Equipment, Incorporated, Jamaica, New York.



Hotchkiss

Willcox

Levine

Last year Fairchild announced the development of the Variable Response Unit as the latest addition to an expanding line of equipment for use in the graphic arts field. The Fairchild Variable Response Unit is an electro-optical device which enables the users of Fairchild electronic engravers to obtain any desired tone response between the original copy and the finished plastic engraving. The authors will discuss in this paper some of the work which has been done in applying this unique device to printing problems. Examples will

be shown in which the contrast is too low or too high, important detail has blocked up in the shadow regions, resolution has deteriorated in the highlight areas, etc. It will be demonstrated how the electronic engraver operator may use the Variable Response Unit to increase contrast in the tones of interest and to compress tones which are unimportant in order to improve the quality of reproduction of normal copy. Mention will also be made of special effects which can be obtained for use in advertising displays. The authors will conclude by discussing what they feel will be the major uses of the Fairchild Variable Response Unit in the graphic arts field.

7. Atomic Energy in the Graphic Arts. John R. Bradford, United States Radium Corporation, New York, New York.



Bradford

The applications of atomic energy to the Graphic Arts Industry may be tentatively divided into three main categories: the applications of radioactive materials as tracers, the use of gauges employing radioactivity, and static eliminators.

The use of radioelements as tracers includes such studies as ink distribution on presses and plates, lithographic surface activation, wear, adhesion, absorption and adherence tests, water creep, color migration, dyeing operations, and film and gelatin distribution and breakdown.

Radioactive thickness gauges have been used in a variety of different ways. The measurement of ink films, paper, glass, metal, gelatin, coatings, and density of fluids and liquid levels are but a few.

Perhaps the greatest industrial application of radioactivity to date in the Graphic Arts has been in the form of radioactive static eliminators. Many new and ingenious modifications are now installed in field tests. The utilization of radioisotopes from Oak Ridge along with Polonium and Radium D has seriously reduced if not completely eliminated the radia-

tion hazards normally associated with static eliminators. Likewise the use of blower type units has eliminated static in locations never before accessible.

The expanding use of atomic energy in the Graphic Arts is inevitable. The big problem is not application and utilization but rather education.

8. "Electrofax" — *A New Tool for the Graphic Arts*. M. L. Sugarman, Jr., Radio Corporation of America, Princeton, New Jersey.



Sugarman

Recent developments at the RCA Research Laboratories, Princeton, New Jersey have resulted in several new electrophotographic components and systems of great potential interest in the graphic arts. The "Electrofax" process for direct electrophotographic printing on paper utilizes a photoconductive coating on paper, comprising a special low-cost zinc oxide pigment dispersed in a resin binder. A photographic print is produced by placing a uniform electrostatic charge directly on the coated paper surface, exposing to a light image, causing the charge to drain away in proportion to intensity of the light incident on a given portion of the surface, and developing the image by use of a "magnetic brush" consisting of a thermoplastic resin powder carried on a brush of iron filings.

Several additional graphic arts applications using the basic components of the Electrofax system will be described. Among these are the production of photo-offset duplicating masters having photographic speeds in the range of silver halide papers, a new photo-resist technique in the same photographic sensitivity range and a simple method of producing lantern slides and other transparencies.

9. *Dry Offset*. David Lewis, American Newspaper Publishers Association Research Institute, Inc., New York, New York.

It is the purpose of this report to summarize briefly the work done during the past 18 months in the development of the dry offset process.

This covers the work that has been done on negative specifications, printing, and etching techniques including the application of the DOW-ANPA etching process to dry offset. The report also covers press, blanket, ink, and paper requirements.

10. *Light Sensitivity of Diazonium Compounds*. J. F. Dowdall, Minnesota Mining and Manufacturing Company, St. Paul, Minnesota.

A large variety of light-sensitive diazonium compounds has been cited in the patent literature as useful compositions for the coating of lithographic plates. Diazo compounds have been used to sensitize metal foils directly and to sensitize colloid coatings on suitably prepared carrier bases. A preliminary study has been made to compare the sensitivity of commercially available plates coated with diazonium compositions.

11. *Definition of Printability*. R. M. Schaffert, Graphic Arts Division, Battelle Memorial Institute, Columbus, Ohio.

The need for a concise definition of printability is discussed. It is proposed to define printability in terms of measurable quantities of the printed results, e.g., resolution, contrast, and tone density. The various factors which affect printability, such as ink and paper properties, impression conditions, etc., can then be correlated with the final printed result.

12. *The Use of Jury Panel and Ranking Methods to Determine Statistically the Significant Difference, If Any, in Printability Between Two Products*. Donald Maculay, Paper Quality Control, Inc., Chappaqua, New York.

The printing industry is constantly making qualitative measurements of its products and is constantly seeking a quantitative method for appraising comparative differences of printing properties. One of the major con-

tributions of statistical quality control will be to give the graphic arts industries greater opportunities to utilize quantitative techniques. The jury panel method has much to offer for those places where one is desirous of determining the significant difference between different paper or different inks and have some assurance that there is mathematically a significant difference.

One demonstration shows for example the following procedure:

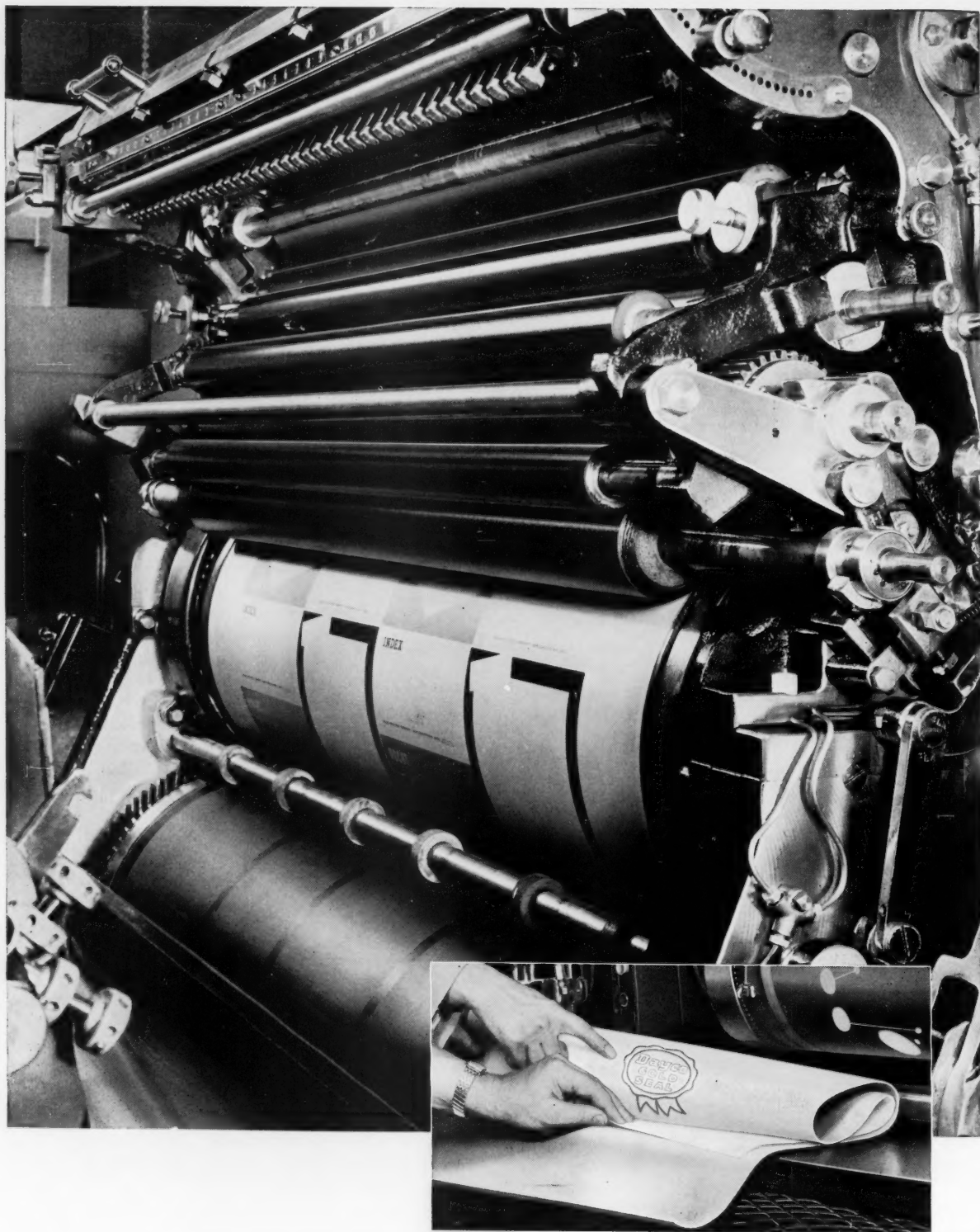
From the population of the groups that are being evaluated, say A and B, 18 sheets are random selected and to three qualified judges, six sheets are given to each in a randomized form from the A and B groups. The judges in turn rank the sheets for the one characteristic for which they are seeking. From the statistical table available, it is possible to compile from the scores of the three judges a relative interpretation of a significant difference between the quality of the sheets being evaluated. It is possible also to set up a control chart using the limits of the tables supplied so that periodic comparisons can be made to see if the significance in any way changes over a period of time.

Demonstrations will be made of the comparison of the ink laying qualities of two grades of paper evaluated by three judges. Another demonstration will be made of evaluation of color uniformity maintenance over two shifts in a test of whether there is any mathematical significant difference. The demonstrations of this work stem from the original paper given by Dr. Carl Noble of Kimberly-Clark for the seminar on statistical quality control at New York University in May 1953.

13. *Graininess in Lithographic Prints*. George W. Jorgensen, Lithographic Technical Foundation, Chicago, Illinois.

Graininess, like tone and color reproduction sharpness, and detail, is a subjective impression experienced by the observer when viewing a lithographic print. Improved quality control in lithography requires a better understanding of graininess. For this reason, it has been included in the image quality

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The Dayco Gold Seal Offset Blanket is the master of halftones, solids, line drawings and the finest type which are faithfully portrayed sharply and clearly. Better recovery after "blanket mash" makes possible new perfection in dot and image—regardless of speed or length of run. You can expect, and get, perfect color register every time. You can forget about creep or crawl because blanket stretch is reduced to less than 2%.

You make more money with every Dayco Gold Seal Blanket because it has been designed to last and last. It won't peel or split from fabric base nor will it swell, emboss or deboss. It's resistant to chemicals in the ink and unaffected by accepted wash-up solutions. Further, it works wonderfully well with the newest quick-dry, high-gloss or kromekote inks and deposits them with a new exactness on regular offset, vellum, kromekote or any other coated stock.

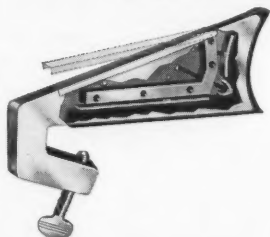
For even better results, add Dayco Offset Rollers and you have an unbeatable quality combination. Dayco Rollers have a velvet touch that picks up just the right amount of ink and spreads it with unequaled accuracy at highest speeds. In addition, when Dayco Rollers finally do require attention, they can be "re-Daycoed" (re-surfaced like new) for still further service at far less than the original cost.

To give your customers the finest quality lithography at the lowest cost per run, switch to Dayco Gold Seal Offset Blankets and Dayco Offset Rollers right away. They're your guarantee of faithful reproduction, sheet after sheet . . . the ultimate in quality lithography. Write direct to Dayton Rubber Co., Dayco Div., Dept. 133, Dayton 1, Ohio, for complete details.

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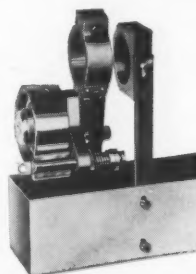
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West Coast Distributor, Tillicum Rubber Co., Lacey, Washington

studies at LTF. Some of the physical features of the print which lead to the graininess impression and their sources are discussed. Also, a method for evaluating the objective aspects of graininess, using a microdensitometer trace, is described.

14. Investigations of Objective Methods for Evaluating Sharpness in Lithographic Press Operation. W. L. Rhodes, Rochester Institute of Technology, Rochester 8, New York.

This report is limited to the study of the change in size of the printed image, which occurs at the time of printing.

Various types of test objects were investigated in a search for one that could be used for quantitative sharpness evaluation. These test objects were used in an experiment in which some of the major factors, said to influence sharpness, were varied. The results were evaluated by means of analysis of variance, and compared to visual sharpness evaluations.

15. Studies of Ink Transfer During Printing. Charles H. Borchers, Lithographic Technical Foundation, Chicago, Illinois.

During the past year, LTF undertook some fundamental studies of ink transfer during the printing impression to fill the growing demand for more information about the relationship between ink and paper. An LTF Pick Tester was modified for the installation of strain gauges. The forces involved during the printing impression can be measured with these gauges. Through these measurements, a better insight into ink and paper behavior on the offset press will be gained. In particular, the information obtained includes such things as: the forces involved during ink film splitting; and the properties of inks and papers that will affect the forces involved during ink film splitting.

16. Measurements of Ink Transfer in the Printing of Coated Papers. Jacqueline M. Fetsko and William C. Walker, National Printing Ink Research Institute, Lehigh University, Bethlehem, Pa.

Using the reproducible laboratory

printing techniques described last year, studies were made of the effect of major printing variables on ink transfer and print quality in the letterpress printing of black solids. The effects of printing pressure, printing speed, and ink film thickness were investigated with three oil based inks on four different coated papers.

When percent ink transfer was plotted against amount of ink carried on the plate, a characteristic curve resulted. As the ink film thickness on the plate increased, the percent transfer rose very rapidly from the origin, reached a maximum, and decreased again to approach a constant value. With the inks and coated papers used in these studies, the amount of ink required to produce a fully covered print always occurred after the peak of the transfer curve.

Both the position of the transfer curve and this minimum practical film thickness were found to be dependent on printing pressure and speed and on the ink and paper properties.

17. A Concept of Ink Transfer in Printing. William C. Walker and Jacqueline M. Fetsko, National Printing Ink Research Institute, Lehigh University, Bethlehem, Pa.

Measurements of the ink transfer curves for a group of oil-based inks and coated papers at a series of speeds and pressures were described in the previous paper. Satisfactory analysis of these curves for percent ink transfer as a function of amount of ink on the plate should lead to much fuller understanding of the printing process.

Examination of these data and the prints produced has led to the following concept of the mechanism of ink transfer during printing. The contact of the ink with the paper is incomplete at very low ink film thicknesses, but improves rapidly with increasing ink film thickness. The paper surface has a definite capacity for taking up or immobilizing a given ink during impression. A constant fraction of the remaining, or free ink is transferred to the paper.

An equation has been derived from this concept which fits the experi-

mental curves very well over the full range of ink film thickness. The equation's three constants may be evaluated from the data for each ink-paper combination, expressing the printing smoothness of the paper, the ink immobilization capacity for the ink and ink transferred. The dependence of these properties on pressure, speed, and ink and paper properties has also been studied.

This equation has also been applied with equal success to the printing of boxboard.

18. Use of the LTF Inkometer in Printing Plants. R. V. Shalvoy, Stecher-Traung Lithograph Corporation, Rochester, New York.

A brief description of the Inkometer and how it operates. A few examples of press runs where we have had paper picking, poor trapping and filling in around the halftone areas or small reverse lettering due to improperly formulated inks. Included with each of these examples will be data obtained on the Inkometer before and after correcting the ink. A record of paper, type of plates, fountain water pH, and color sequence is kept with the Inkometer data. This is referred to on subsequent runs to assure us that all materials reaching the press will closely approximate the previous run.

With such an instrument as the Inkometer, a plant can work closer with their ink suppliers to set up a number of standard sets of inks that they find suitable for specific jobs. In this way, they would cause the ink companies to repeat Inkometer readings on every shipment of ink. Then if they get into poor trapping, paper picking or ink fill in they can look elsewhere for the trouble.

This instrument has been of great value to us both as a control and a research-development tool. We feel if more actual operating data is presented to the trade, other printing houses can benefit by setting up a program similar to ours.

19. The Measurement of the Drying of Letterpress and Lithographic Inks on Coated Book Papers. N. J.

(Continued on Page 120)

Technical

BRIEFS

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

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Photography, Tone and Color Correction

*PHOTOGRAPHIC COLOR CORRECTION. U. S. Patent 2,704,711. W. T. Hanson, Jr. *Official Gazette* 692, No. 4, March 22, 1955, page 491. 1. An integrally masked, color-forming photographic emulsion layer, comprising a silver halide emulsion sensitive to the blue region of the visible spectrum, containing a dispersion of a color coupler capable of forming upon color development with a primary aromatic amino developing agent a yellow dye image which absorbs a major proportion of blue light and a minor proportion of green light, and individual packets of the ammonium salt of styrene-maleamic acid resin containing colloidal silver and a color coupler capable of forming upon coupling with the developer oxidation product of said primary aromatic amino developing agent a magenta dye absorbing said green light but absorbing no substantial amount of said blue light.

THE NEW R.C.A. COLOR SCANNER. Fred Lewis. *Share Your Knowledge Review* 36, No. 6, March, 1955, pages 20-24 (5 pages). The early machines mechanically scanned the copy. This required big and complex equipment. The RCA unit uses an electronic scanning system, and an electronic computer to correct for deficiencies in the printing process. The RCA unit does color and tone correction only. The three continuous-tone separations are scanned by the machine and a corrected negative or positive is produced. In addition a black plate is made. The unit corrects for errors in the camera process, deficiencies of the inks and paper and for losses and errors in the final processing steps.

Abstracts of Current Literature in the Graphic Arts

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FLUORESCENT PHOTOGRAPHIC PAPER. *American Newspaper Publishers Association Research Bulletin* 101, March 9, 1955, page 11. Ansco-Kemart fluorescent paper is described. It is claimed to provide prints more suited to photoengraving than ordinary paper. The paper has a plastic base with a fluorescent coating, over which is laid a silver emulsion and a protective gelatin coating. Dimensional stability is claimed. For halftone photography a normal halftone exposure is given, followed by a one-minute exposure, using ultraviolet light, to pick up fluorescence in the copy.

*PHOTOMECHANICAL PROCESSES. U. S. Patent 2,704,252. D. C. Gresham. *Official Gazette* 692, No. 3, March 15, 1955, page 365. 1. A method of producing screen positives directly from originals by a reversal technique, which method comprises exposing a photographic element having an emulsion of high contrast behind a halftone screen to light from an original subject, developing the screen latent image obtained with an aromatic primary amino developing agent in the presence of a color coupler which combines with the oxidation products of such developer to produce a dye image, thereby producing a negative screen image made up of areas of developed silver with a dye image in situ therewith, said development being such as to produce a dye image with a gamma value of at least approximately 2.5, bleaching the said silver image, exposing the unexposed areas of the said photographic element to light incident on the same side thereof as the original exposure, the said light being of a color to which the photographic emulsion is sensitive and being of such intensity that the light is substantially completely absorbed

by the said dye image at its maximum density, redeveloping the said photographic element to a gamma of at least approximately 4.0 in a developer which will not redevelop any re-halogenized silver negative image which may be present, fixing the photographic element to remove the silver halide remaining below the negative image which has been optically screened from the second exposure and to remove any silver halide remaining below the positive image and any re-halogenized silver of the negative image, and then removing the negative dye image.

*QUINONEDIAZIDE PRINTING PLATES. M. P. Schmidt, O. Sus and W. Müller. *German Patent* 900,172. *Photographic Abstracts* 34, Part 3, 1954, page 172. Water insoluble o-quinonediazides which are bleached by exposure to light are dissolved in an organic solvent and coated on a support, e.g., roughened aluminum. In addition to larger substituents to render them water-insoluble, e.g., a naphthyl group, the azides carry solubilizing substituents so that their photodecomposition products can be removed by means of an alkaline solution, e.g., a trisodium phosphate solution. A dye may be added to the azide solution or the developed image heated to deepen its color. The image accepts greasy ink. German Patents may be obtained as photostats from the U. S. Patent Office, Washington 25, D. C.

*IMINOQUINONEDIAZIDE PRINTING PLATES. *German Patent* 901,500. M. P. Schmidt and O. Sus. *Photographic Abstracts* 34, Part 3, 1954, page 171. Iminoquinonediazides, which are more or less water-insoluble, differ from their photodecomposition products in solubility. As both accept greasy ink, they can be employed for obtaining either positive or negative printing plates. The diazides are dissolved in an organic solvent having a boiling point between 70 and 120°C., e.g., glycol monomethyl ether, and are coated on a paper or metal support. Addition of a resin inhibits crystallization and improves adhesion (cf. British Patent 711,626). German Patents may be obtained as photostats from the U. S. Patent Office, Washington 25, D. C.

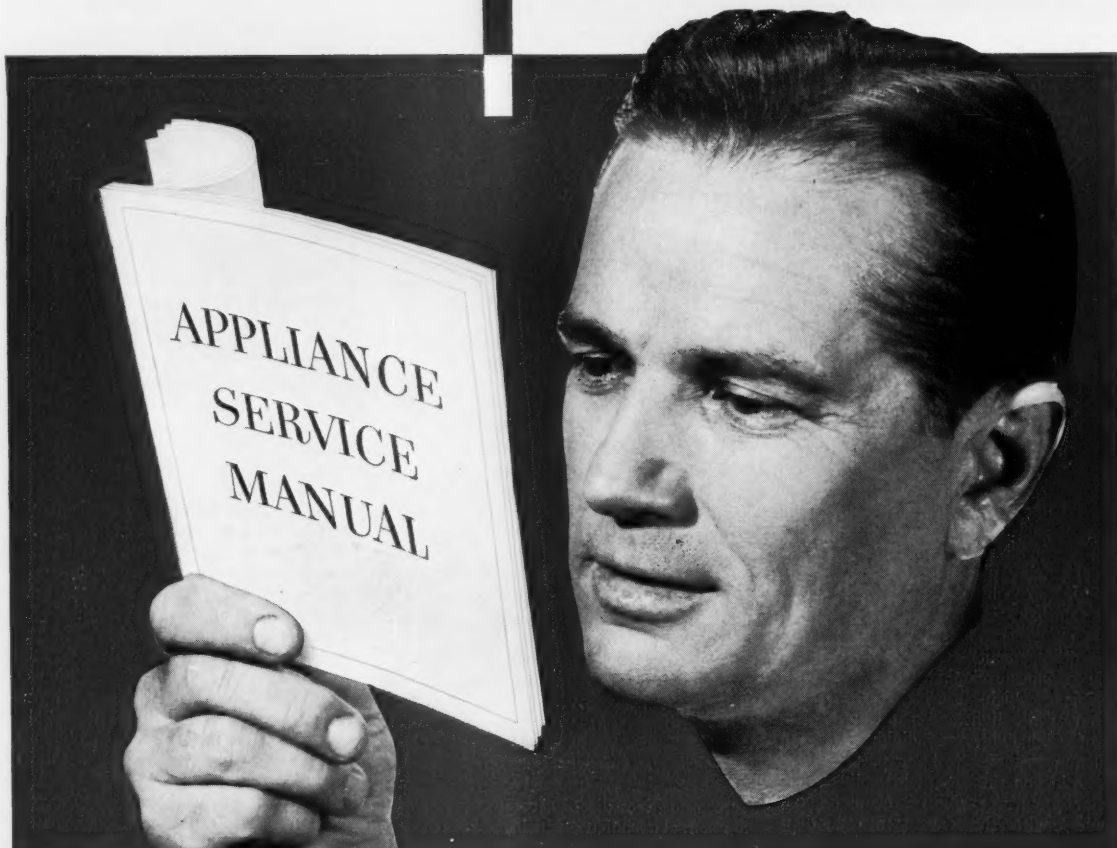
*PRESENSITIZED LITHOGRAPHIC PLATES. *German Patent* 903,529. W. Neugebauer and M. Tomanek. *Monthly Abstract Bulletin* 40, No. 8, August, 1954, page 349. Lithographic plates can be sensitized with unsaturated aldehydes of the formula, $R-(CR_1=CR_2)-CHO$, in which R is an aromatic or heterocyclic radical which may be substituted; R_1 and R_2 are hydrogen, halogen, alkyl, or an aromatic radical; and x is 1 or 2. For example: A solution of 1% cinnamaldehyde and 1% 4-nitrocinnamaldehyde in glycol monomethyl ether is coated on a mechanically grained aluminum sheet, dried, exposed through a negative, swabbed with 2% phosphoric acid, and inked to give a positive offset printing plate. German Patents may be obtained as photostats from the U. S. Patent Office, Washington 25, D. C.

DURADISED PLATES. *Modern Lithographer and Offset Printer* 50, No. 10, October, 1954, pages 29-30 (2 pages); *Printing Abstracts* 10, No. 1, January,

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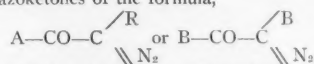
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1955, page 27. The process of duradising aluminum sheet is based on the electrolytic oxidation of the plate surface forming a comparatively thick film of aluminum oxide over the whole plate area. The surface is very hard and water receptive. In processing, the surface is etched through the base metal for the image-bearing areas. The plates are claimed to be virtually indestructible and to produce good quality work. (Howter Duraplate plates and etch are available from W. H. Howson Ltd., The Mint, Holbeck, Leeds 11, England.)

*PRESENSITIZED LITHOGRAPHIC PLATES. *German Patent* 901,129. W. Neugebauer and O. Sus. *Monthly Abstract Bulletin* 40, No. 8, August, 1954, page 348. Lithographic plates can be sensitized with diazoketones of the formula,



in which A is phenyl, a polynuclear aromatic, or a heterocyclic radical with electron-attracting substituents such as $-\text{NO}_2$, $-\text{CO}-\text{aryl}$, $-\text{SO}_2-\text{NH}-\text{aryl}$, etc., and with electron donating substituents such as halogen, alkyl, or alkoxy groups; R is hydrogen or alkyl, and B and B' are aryl radicals which may be substituted. Examples are the diazoketone of p-nitrobenzoic acid and 4:4'-dinitrodiazo-desoxybenzoin. German Patents may be obtained as photoprints from the U. S. Patent Office, Washington 25, D. C.

Paper and Ink

*THE MEASUREMENT OF VISCOSITY IN THE PRINTING INK INDUSTRY. A. Gower. *Chemistry and Industry*, 1954, No. 20, page 566; *Paint Technology* 19, No. 208, January, 1955, page 18 (summary presented in its entirety). A summary of a paper presented before the Edinburgh Section of the Society of Chemical Industry. The viscosity of printing ink is generally determined with a Couette or rotating cup and bob type viscometer, in which a small annular distance between the two cylinders reduces the region of non-laminar or "plug" flow at low rates of shear. The curve obtained from a series of torque readings at various rates of shear gives an indication of yield value, and a coefficient of plastic viscosity can be calculated from the slope of the straight part of the curve. The parallel-plate or "spreadometer" viscometer, developed by Voet, is a useful instrument that measures the rate of increase of the diameter of a known volume of ink subjected to a constant load between two parallel glass plates. For most inks the relation between drop diameter and logarithmic time is linear. A yield value can be calculated by leaving the ink to form an ultimate maximum diameter. The "Inkometer" measures the force required to rotate at given speeds two ink-covered rollers, and gives results that are accurate for the prediction of the behavior of ink on the press although they cannot be interpreted purely as plastic viscosity due to such factors as the viscoelastic nature of high-speed ink film separation, cavitation in the ink, and deformation of the rollers. Thixotropy is probably measured by

Bowles's "empirical flow test" using a rotational viscometer, the inner cylinder of which applies a slowly decreasing torque for a measured time to a previously broken down ink structure.

QUICK SET VARNISHES. W. Wright. *American Ink Maker* 33, No. 1, January, 1955, pages 29, 65 and 67 (3 pages). This article describes the basic differences between standard litho and quick-set varnishes. The mechanism of quick-set varnish drying and examples of formulation ingredients are given.

CARE AND USE OF PRINTERS ROLLERS. *Lithographers Journal* 39, No. 8, November, 1954, pages 14-18 (5 pages) (Reprinted from Research and Engineering Council's publication). The article is broken down into the following sections: Function, Types of Rollers, Characteristics of Rollers, Roller Troubles and Failures, and Cleaning. It was prepared to make available up-to-date information concerning rollers used in the graphic arts industry. Mainly the function of printers' rollers is to transfer ink to the form or image to be printed. These rollers may be vulcanized-oil, leather (grain or nap surface) and synthetic rubber. Dampener rollers are used to moisten the plate in offset printing. Rollers should have the following characteristics: 1. physical durability, 2. ink receptivity, 3. ink stability, 4. hardness or softness and 5. chemical stability. The article explains in detail the above mentioned characteristics of each roller used in the graphic arts. Roller troubles and failures take many forms, such as crack or cavities in the surface of the roller and internal breaks where two compositions are molded together may occur. Surfaces must be ink receptive in order to distribute ink satisfactorily, so the important practice is to keep the rollers clean and in proper working condition.

THE CHAPMAN PRINTING SMOOTHNESS TESTER. I. BASIC DEVELOPMENT AND REPORT MODIFICATIONS. S. M. Chapman. *TAPPI* 38, No. 2, February, 1955, pages 90-96 (7 pages). Printing smoothness is defined as the fraction of the surface which can be brought into contact with a smooth surface pressed against it under pressures comparable to printing pressures. An instrument designed to measure this property by an optical method was disclosed in a previous report from the Pulp and Paper Research Institute of Canada. The present paper reviews the theory of the method and discusses its theoretical shortcomings. One of these is the fact that the paper surface must make optical contact with a glass surface in order to register as contact. In printing, on the other hand, the paper surface need only approach the printing form to within the thickness of the ink film.

Lithography—General

PRE-MAKEREADY ON YOUR OFFSET PRESS. C. W. Latham. *American Printer and Lithographer* 136, No. 1, January, 1955, pages 50, 53, 56 and 59 (4 pages). Making sure equipment and supplies all along the line are in good order, in adequate supply, and in the right place can save time and money. Plate department

can help the pressman by marking the plates to correspond with other markings on the press cylinder. Other specific examples of ways to save press time are given.

HUMIDITY CONTROL IN LITHO. *Modern Lithographer and Offset Printer* 51, No. 1, January, 1955, pages 34, 36 and 37 (3 pages). The author set down the basic conceptions of humidity with its definitions and general values. The reasons given for air conditioning in lithography are (a) photographic and plate-making processes and (b) printing aspects. A description of the practice of air conditioning in which the various processes of heating, cooling, humidification, dehumidification, filtering, and adding fresh water are discussed.

COMPOSITION FOR OFFSET LITHOGRAPHY. *National Lithographer* 61, No. 11, November, 1954, pages 32-36 plus nine pages of specimens for a total of fourteen pages. Descriptions of the latest machines and methods devised for the production of type characters to be reproduced by offset.

Graphic Arts—General

A COMPARISON OF A LOW TEMPERATURE (70°F.) DOW-ANPA HIGH SPEED HALFTONE BATH WITH A NORMAL (90°F.) BATH. Progress Report No. 3. V. L. Young. *American Newspaper Publishers Association Technical Report* No. 19, January 12, 1955, pages 1-2 (2 pages). As an alternate to the present line etching process. Dow Chemical Company has suggested etching with the solution at a low temperature (70°F.) rather than at the normal temperature (90°F.). Many of the installations trying this lower temperature have reported better etching quality and more stability than at the higher temperature. The popularity of the low temperature bath is such that it is felt that it might become the preferred procedure for etching line flats. Should this happen, the temperature control setting on the line etching machine may have to be changed. Research was conducted to test the compatibility of the halftone process with the lower temperatures. This report covers the investigation of the operation of the halftone etching process at 70°F.

SPEED UP FOR SCREEN PROCESS. *Kodak Bulletin for the Graphic Arts* 3, 1955, 2 pages. This article describes briefly how sheets printed by the screen process are dried in five seconds in a dryer. Hot air at the rate of 1300 cubic feet per minute is forced through a perforated plate in the dryer. The sheets pass continuously below this plate as they pass through the dryer.

NEW COLOR PRINTING GUIDE. *National Lithographer* 61, No. 11, November, 1954, page 52. A news item on the revised edition of the Duo-Color Guide, 100 pages showing the actual results of 4200 two-color combinations in large printed patches, issued by Graphic Publishing Co., Inc., 240 W. 40th St., New York 18, N. Y. Each page shows every practical combination of one color with black, or of one color with key color. All the most effective colors are included. Every possible two-color combination of the four-color process colors is presented.

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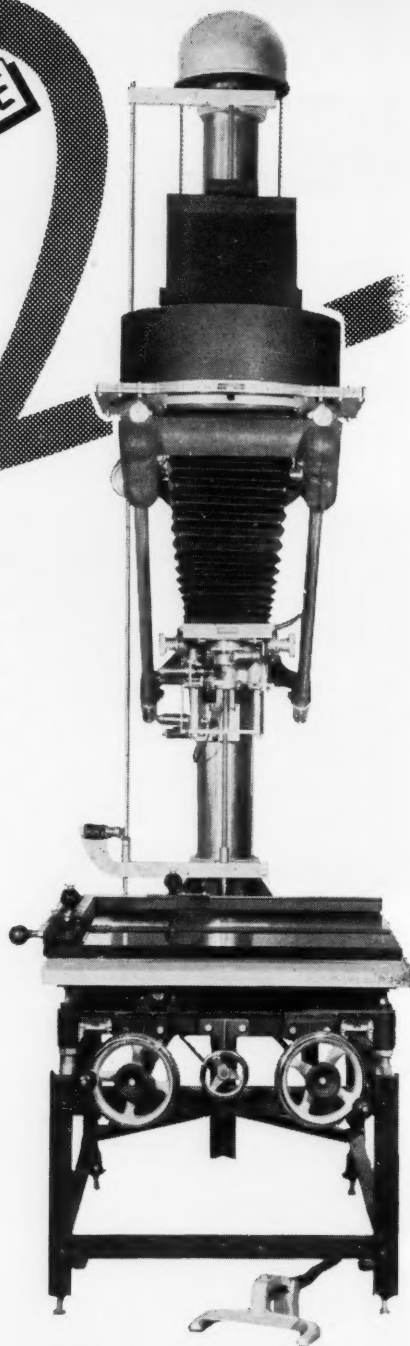
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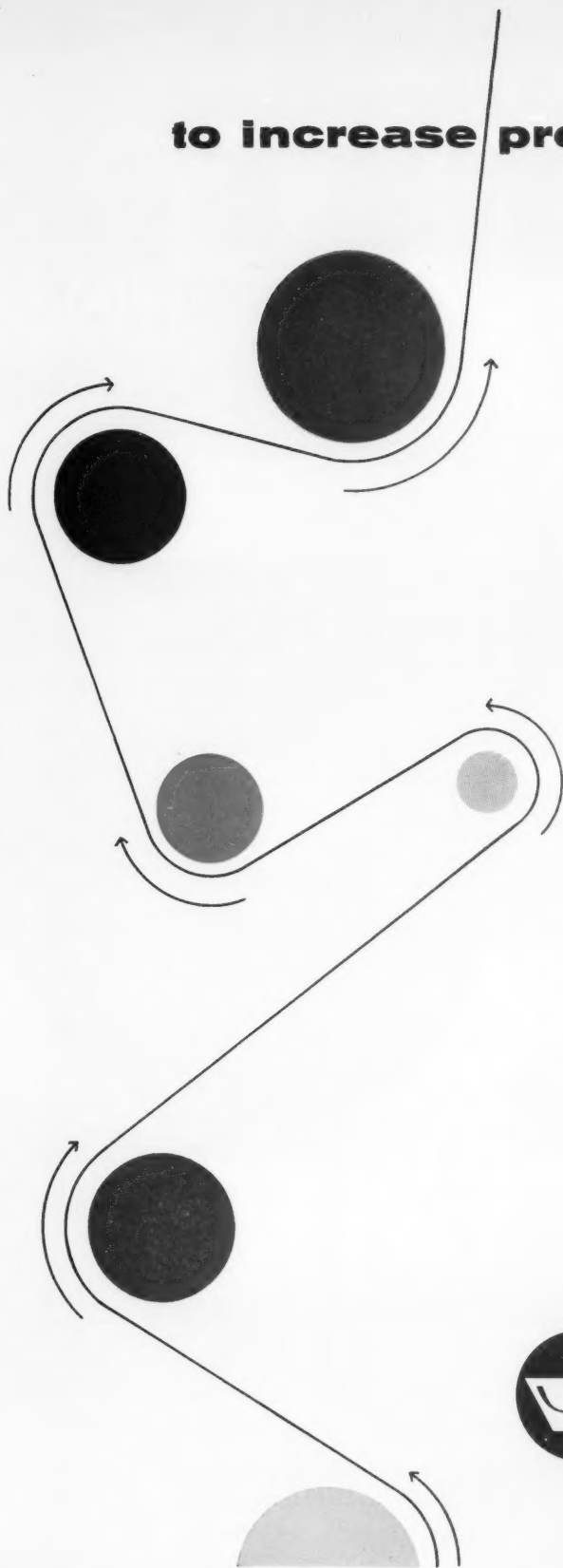


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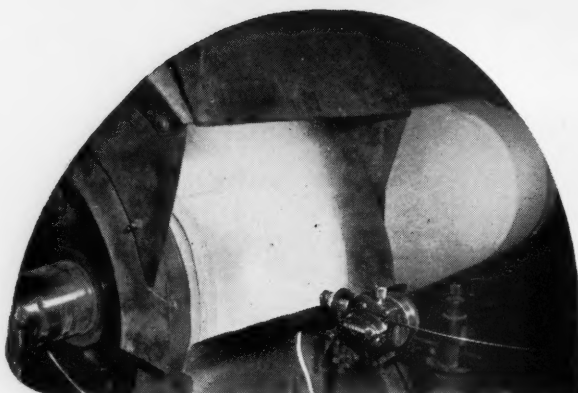
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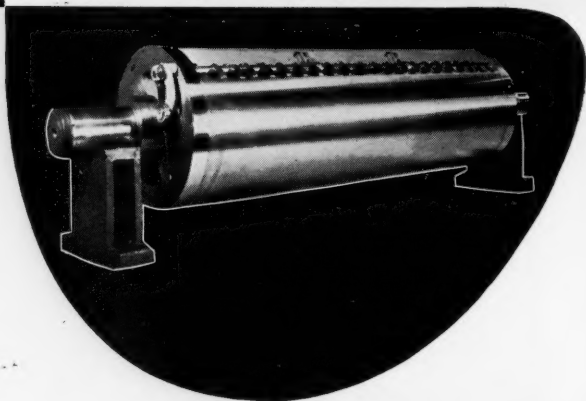


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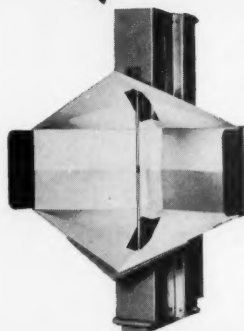
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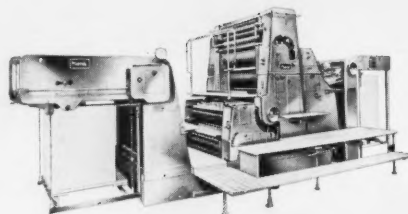
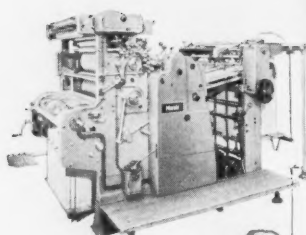
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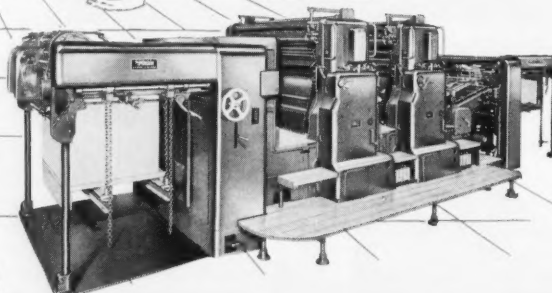
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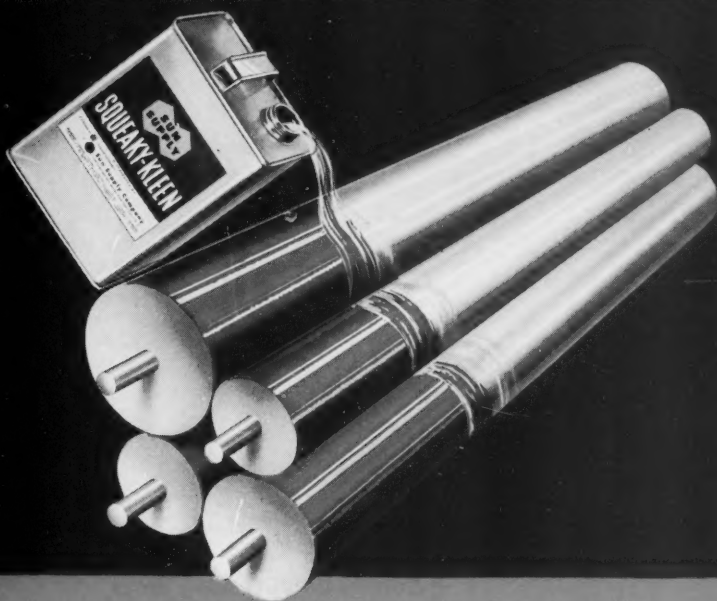
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CUTS PRESS "DOWN-TIME" 50-60%

Excellent on blankets—rinses clean with clear water



Here's the new one-step wash that saves from $\frac{1}{2}$ to $\frac{3}{4}$ of the press down-time required with regular wash-ups. It costs less than one-half as much as other 2- or 3-step cleaners! Simply apply Squeaky-Kleen—then rinse with clear water.

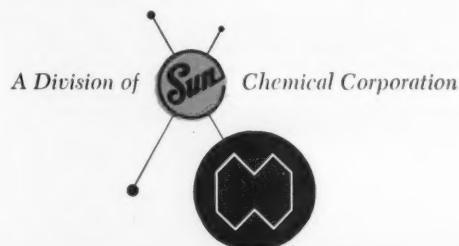
Squeaky-Kleen is fast. One user of Squeaky-Kleen washed up in 7 minutes instead of 25, and another in 12 minutes instead of 35. With just a few ounces of Squeaky-Kleen your rubber rollers are so clean they squeak!

With Squeaky-Kleen you can change from black or alkali-reflex blue to clean yellow in a matter of minutes. With its higher flash point, Squeaky-Kleen is safer to use, too!

Squeaky-Kleen restores blanket finish without use of pumice. Test Squeaky-Kleen for yourself and see. Send in the coupon below for your free trial sample.

**SEND FOR FREE SAMPLE
and test SQUEAKY-KLEEN
against your present wash**

Use the coupon to get a free sample of SQUEAKY-KLEEN. Then wash up your press in the usual way. Next, follow up with SQUEAKY-KLEEN according to our directions. You'll be amazed how much more color comes off which your regular wash failed to touch.



Sun Supply Company

10th Street and 44th Avenue, Long Island City 1, N. Y.

DIVISIONS OF SUN CHEMICAL CORPORATION

HORN • HUDSON • WILLEY (paints, maintenance and construction materials, industrial coatings) • **WARWICK** (textile and industrial chemicals) • **WARWICK WAX** (refiners of specialty waxes) • **RUTHERFORD** (lithographic equipment) • **SUN SUPPLY** (lithographic supplies) • **GENERAL PRINTING INK** (Sigmund Ullman • Fuchs & Lang • Eagle • American • Kelly • Chemical Color & Supply Inks) • **MORRILL** (news inks) • and **ELECTRO-TECHNICAL PRODUCTS** (coatings and plastics)

Sun Supply Company
Dept. 54-551, 10th Street and 44th Avenue
Long Island City 1, N. Y.

I'd like to test SQUEAKY-KLEEN against my present wash.
Please send free sample.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

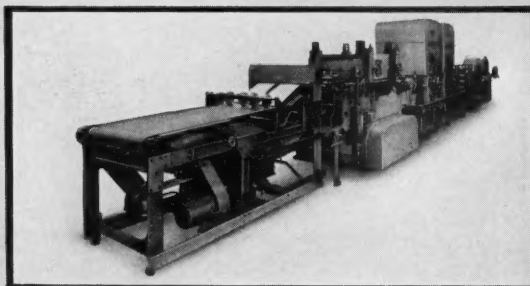
Hallmark of the finest printing and converting equipment...

Champlain

Rotogravure

High-speed precision-register printing on practically any stock in any practical multiple of colors. Meet the ever-increasing demand for more and better wrappers, labels, and cartons for packaged goods with Champlain inline rotogravure. "Speedry" ink fountain insures true reproduction of color and instantaneous drying. Print from roll stock 8" to 44" wide.

To complete a CHAMPLAIN rotogravure press—a CHAMPLAIN inline precision delivery unit:



Cutting and Creasing Press

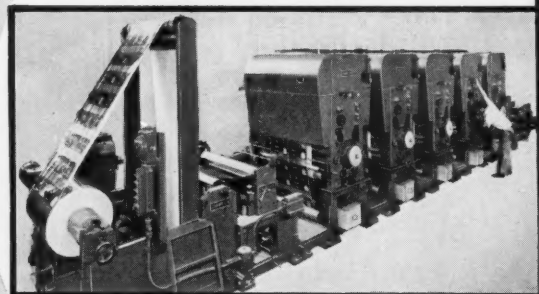
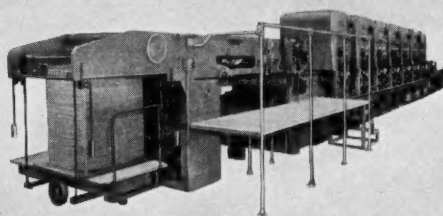
In one pass — only *once* through the press — it cuts, creases, and automatically yet thoroughly strips 7,500 to 10,500 cartons per hour from a continuous web. Platen press quality at *better* than cylinder press speeds.

Sheet Delivery

Delivers from 8,500 to 12,500 square cut sheets per hour with 1/64" accuracy. *Faster than any other standard sheeter*. Positive sheet handling eliminates damage. No waste trim.

Rewind Press

Hydraulically-actuated constant-tension roll unit rewinds from 400 to 800 ft. per min. Positively synchronized to press for balanced speed, tension, and control. Single, multiple, and staggered-roll models.



PLUS

— a complete line of other equipment for all printing and converting needs.

LETTERPRESS PRESSES, FLEXOGRAPHIC PRESSES, SPECIALTY PRESSES—for Tag, Chart Paper, End and Bakery Seals, Die Cut Labels.

CUTTING AND CREASING EQUIPMENT—Roll Fed Swing-Type Reciprocal and Stationary Die Cutting Presses — Vertical Extruding and Eccentric Punches and Perforators—Rotary Blankers.

SPECIALTY CONVERTING EQUIPMENT FOR INLINE USE—Rotary Embossers—Perforators and Score Units—Slitting Equipment — Hot Melt Thermoplastic Applicators — Special Delivery Equipment.

AUXILIARY EQUIPMENT — Automatic Electronic Register Controls (for multicolor and fabrication register on rolled equipment) — Automatic Web Splicers.

... and for special engineered equipment:

Champlain's ability to design and build special units is based on years of experience in developing inline printing, fabricating, and delivery equipment.

Champlain



Write today for catalog of Champlain equipment. Champlain Company, Inc.
88 Llewellyn Avenue, Bloomfield, N. J. Chicago Office: 520 N. Michigan Avenue, Chicago 11, Ill.

3309

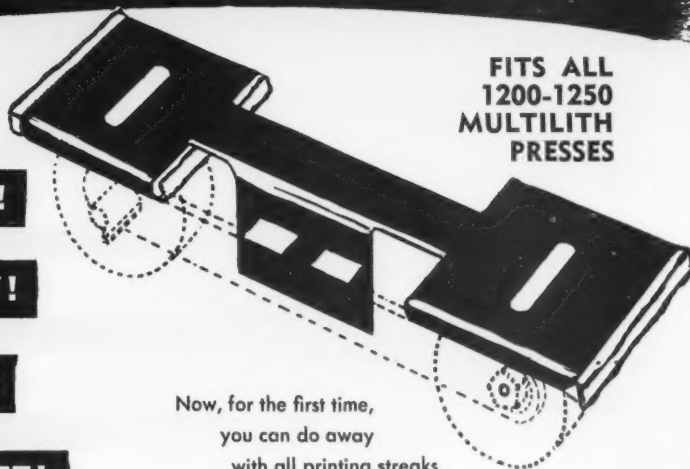
AN AMAZING
NEW INVENTION



to ELIMINATE all EJECTOR WHEEL STREAKS

even over solid printed areas

FITS ALL
1200-1250
MULTILITH
PRESSES



NO TOOLS REQUIRED!

SNAPS ON IN A JIFFY!

CUTS PAPER WASTE!

CUTS RUNNING WASTE!

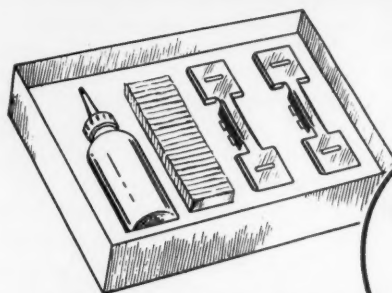
COMPLETELY GUARANTEED!

Now, for the first time,
you can do away
with all printing streaks
due to ejector wheels
running over printed areas.

This simple, but ingenious new STREAK ELIMINATOR is a necessity for every Multilith press. Simply insert wiper pad, squeeze on some cleaning fluid, and merely snap on STREAK ELIMINATOR to Ejector Wheels (as illustrated above). Multilith presses are now ready to run . . . free of Ejector Wheel Streaks.

Besides the obvious savings in running time, you can DO AWAY WITH PAPER WASTE by printing on stock pre-cut to finish size.

The EJECTOR WHEEL STREAK ELIMINATOR will pay for itself on the first few jobs you use it:
UNCONDITIONALLY GUARANTEED



THE EJECTOR WHEEL STREAK ELIMINATOR comes complete with a full year's supply of pads, plastic squeeze bottle, and a generous supply of STREAK ELIMINATOR FLUID. Additional wiper pads can be re-ordered through your authorized ROLL-O-GRAPHIC dealer.

COMPLETE
UNIT

\$4⁹⁵
ONLY

MANUFACTURED BY

ROLL-O-GRAPHIC CORP.

MEMBER



133 PRINCE ST. N. Y. C.

ROLL-O-GRAPHIC CORP., 133 PRINCE ST., N. Y. C.
DEPT. MLS

GENTLEMEN:
PLEASE ENTER MY ORDER FOR . . . SETS OF EJECTOR
WHEEL STREAK ELIMINATORS. I UNDERSTAND THIS UNIT IS
COMPLETELY AND UNCONDITIONALLY GUARANTEED.

NAME TITLE _____

CO. _____

ADDRESS _____

CITY _____ STATE _____

News

ABOUT THE TRADE

Carnegie Tech Conclave in July

INDUSTRIAL leaders and teachers in the graphic arts from all parts of the country will convene on the Carnegie Institute of Technology, Pittsburgh, campus next summer to attend the Conference of the International Graphic Arts Education Association.

Between July 3 and 8, sixteen clinic laboratory sessions will be conducted for conference members by the Carnegie Tech Printing Management faculty and leaders in the graphic arts industry, covering the composing room, the press room, offset lithography, and design.

The clinic technical sessions on offset lithography are scheduled as follows:

July 5 (a.m.)—Demonstration and discussion of techniques of copy preparation for offset reproduction.

July 5 (p.m.)—Demonstration of camera work and stripping operations for offset-line and halftone, including contact screen.

July 6 (a.m.)—Demonstration of offset platemaking techniques—albumen, deep etch, pre-sensitized, poly-metal, and paper plates.

July 6 (p.m.)—Demonstration of offset press operations with particular emphasis on those presses most frequently found in school shops.

The first all-graphic-arts-industry Conference on Printing Education will be held at Carnegie Institute, July 7, as part of the 30th annual Conference on Printing Education sponsored jointly by the International Graphic Arts Education Asso-

ciation and the Education Council of the Graphic Arts Industry. Speaking at the morning session will be Dr. B. Dvorak, Bureau of Employment Security, U. S. Department of Labor. Committee reports of progress will be given in the afternoon. William H. Walling, president, PIA, will be the main speaker at the evening banquet. Honorable Raymond Blattenberger, Public Printer, will be the luncheon speaker.

\$100,000 for Litho at Barry

The James H. Barry Co., San Francisco, one of California's pioneer printing firms engaged exclusively in letterpress printing since its founding 76 years ago, is installing a completely integrated lithographic department. Initial investment in excess of \$100,000 is reported. Operation will begin at the end of May.

Announcement of this major step was preceded by election of the following new officers:

Harold Mitchell, formerly president of the company to chairman of the board; and James H. Barry III to president.

Other officers are William H. Barry, Jr., executive vice president; Lee L. Larimer, formerly sales manager, to vice president and secretary; and, William H. Barry, Sr., treasurer.

Superintendent of the new litho department has not been named, but orders for all equipment have been placed. A two-color press on order is said to be a large Miehle which will be supplemented by a single-color Miehle.

Letterpress to Offset for "Courier"

One of California's weekly newspapers the *Claremont Courier*, established in 1908 and printed letterpress, has changed to offset under the new ownership of Martin Weinberger, who purchased the paper from Stanley Larson.

Principal news vehicle for the Claremont region, which boasts four colleges including Pomona and Scripps, the newspaper has been converted to a five-column tabloid from a standard eight-column format. The first issue to be produced by offset had a four-page lithographed jacket of local pictures. Composition is done by varityper.

Jewell Is Greeting Card Director

American Colortype Co. announced last month the appointment of Jack Jewell as art director of its greeting card division. Prior to this appointment, Mr. Jewell was art director for Norcross, Inc., and for many years art director and production manager of The Catholic Mirror.

Plan Southwest Litho Clinic

A closed TV circuit will be used for demonstrations of a four-color process job, from the original photograph to the press, at the Southwest Litho Clinic, June 11-12, Adolphus Hotel, Dallas.

A lithographic display will be held concurrently with the Clinic, with samples of southwest area lithographing being exhibited in the Grand Ballroom of the Adolphus Hotel. Jack Ogilvie is chairman of the Clinic, and Roy Cowan is chairman of the Exhibition.



FASHION-PLATE

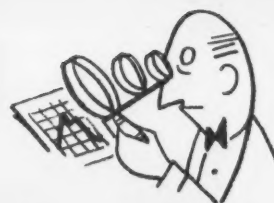


GOSSIP

SOME TYPES
YOU MEET
AT SALES
CONFERENCES



WINDBAG



CRITIC



Branch managers and salesmen from all eleven Rogers & Porter sales offices met in Chicago recently for the company's first-time-

under-one-roof sales conference. Seated, direct center, are (l. to r.) Herve Surrey, Sr.; treas.; Hugh Adams, Jr., pres.; Harry Grandt, v. p.

R & P Holds Sales Confab

Branch managers and staff members of all Roberts & Porter's 11 sales offices congregated in Chicago's Edgewater Beach Hotel, for a five-day sales promotion "gabfest", recently.

Some types you are apt to meet at a sales meeting were sketched in the program distributed to all attending. Described as a down-to-earth, don't-give-me-that-stuff kind of meeting, the speakers were: Hugh R. Adams, Jr., president of R&P; Harry Grandt, vice president; Ted Randall, Boston Manager; A. E. Ruppel, Eastern district manager; John Skahill, Western district manager; Herve W. Surrey, Sr., treasurer; Carl Harmon, Harris-Seybold Co., "The Two Sided Presensitized Plate"; E. B. Fritz, Azoplate Co., "The New Enco Plate"; Lee Norwich and Mel Gebhardt, Minnesota Mining & Manufacturing Co., "Sales Potentials on Presensitized plates"; S. Hull and Edward H. Cann, Eastman Kodak

Co., "Photographic Products In The Graphic Arts"; Harry Mueller, Litho Chemical & Supply Co., "How Do We Compare With Competitive Processes?"; Carl W. Priesing, American Lead Pencil Co., "Out Of The Top Drawer"; Richard Roley, Advertising & Public Relations, "4,100,000 Babies Last Year."

Plant visits were made at W. A. Brown Manufacturing Co., Robertson Photo Mechanix Co., and R&P's main plant.

NAPL Directors Meet in New York

At a two-day business meeting April 15-16, Hotel Statler, New York, Walter Soderstrom, Association executive vice pres., told the board of directors that a 50 percent jump in membership had been achieved in the past 18 months.

Directors discussed at length the acute problem of plate and negative ownership, noting a growing tendency for customers to ask for return of plates and negatives. It was

pointed out that this is in direct contradiction to the accepted trade practice in the industry. One speaker mentioned that a bad feature of this situation is the inability of the lithographer to assure high quality reproduction when working with plates and negatives made outside his shop. Another director said that lithographers have two automatic controls on this situation: (a) they should refuse to accept business from customers demanding return of negatives and plates; (b) lithographers should refuse to bid on jobs where the customer furnishes plates and negatives from another source.

Members agreed to appropriate money for a study of standards in the industry.

Mr. Soderstrom emphasized the need to make the national convention in September a meeting of solid worth to members, and appointed several directors as panel chairmen to organize study groups and secure speakers.

Forster Is H&H President

William G. Forster has been named president of Herbig & Held Printing Co., Pittsburgh, Thomas P. Butler,



Wm. G. Forster

chairman of the board, announced last month. Mr. Forster joined the firm in 1953 as manager of sales. He was formerly eastern manager for the George H. Morrill division, Sun Chemical Corp.

From 1937 to 1944 he was assistant to the president of Hearst Enterprises, Inc. From 1928 to 1937 he was national service representative for Consolidated Paper Corp., Montreal. He is an alumnus of the printing department of Carnegie Institute of Technology. Mr. Forster fills a vacancy created by the death of Albert C. Held (ML, April, p. 88).

Res. Council Switches Meeting

High advance registration for the fifth annual meeting of the Research and Engineering Council of the Graphic Arts Industry, May 11-13, forced convention officials to seek more room than was afforded at the Parker House, Boston. The meeting has been transferred to the Somerset Hotel, Boston, with no change in the dates. Hotel reservations made at the Parker House were automatically transferred to the Somerset.

Reservation forms for laboratory and plant visits during the period were mailed to members last month.

Trip No. 1 is to the Cumberland Mills of S. D. Warren Co. Guests are invited for the evening and night of May 10 and the day of May 11.

Transportation will be provided from Boston to the hotel in Portland, Me. Buses will leave the Somerset at 4:30 p.m., May 10.

Trip No. 2 includes visits to Machine Composition Co., Wright Engraving Co., Photo Service of MIT, and Mullen Printing Corp. Two Photon machines will be in operation, one at Machine Composition and the other at Photo Service.

Trip No. 3, Research Row, is a tour through Godfrey L. Cabot, Inc., Cambridge. Nine separate laboratories are included in the trip.

RCS Man Feted

Alfred J. Floud, Montreal, was honored recently for 50 years continuous service in the lithographing and printing industry at a testimonial luncheon sponsored by Rolph-Clark-Stone, Benallack Ltd.

Mr. Floud joined the sales staff of Benallack Lithographing and Printing Co. at the turn of the century, and rose through the ranks to become president. He also served as president of Benallack Press Ltd. until 1950.

How to Use Offset for Ads

Metropolitan Lithographers Association, New York, has published a four-page folder, "The Use of Offset Printing for Advertising Production," for the customers' production man and art director.

Results of a survey of advertisers and agencies on how they bought printing, showed that customers want "technical information . . . advice in the planning stages," from offset salesmen. This folder breaks printing down into seven basic types of production problems. A customer's check list of offset specifications is included. Negatives of the text pages are available to members for producing their own promotion literature.

Chicago Bookbinder Moves

Brock and Rankin, Inc., have moved into a new plant at 4501 West Sixteenth St., Chicago. The company, founded in 1892, is managed by two sons of A. J. Brock and one grandson of Mr. Rankin, founders of the company.

Rossotti Beverage Packaging Div.

Rossotti Lithograph Corp., North Bergen, N. J. has established a Beverage Packaging division under



Fred C. Rugge

the direction of Fred C. Rugge. According to Mr. Rugge, "definite changes in the design and appeal of beverage carry-home containers must be accomplished if the industry is to make the most of its supermarket self service era opportunities.

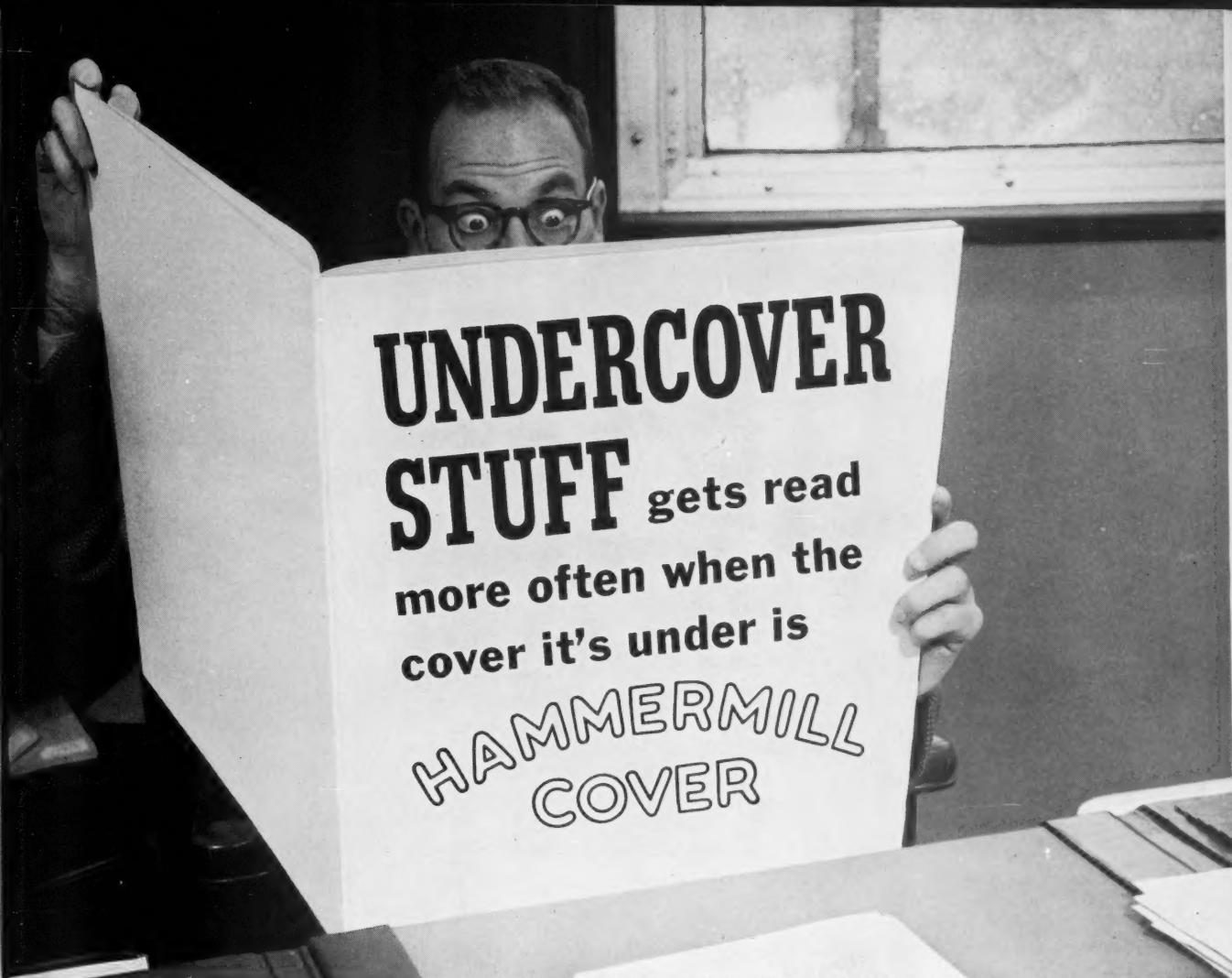
The new Beverage Packaging division of Rosotti Lithograph has launched a drive to modernize carry-home container packaging throughout the beverage industry. They are planning new types of carry-home packaging in both beer and soft drinks designed to stimulate sales of these products to the impulse buyer at the point-of-sale.

Sales Aids Show In May

Second Annual Sales Aids Show, May 23-25, Hotel Biltmore, New York, will attract more than 10,000 sales and marketing executives according to Thomas B. Noble, chairman, Advertising Trades Institute and show director.

Training techniques involving new incentive plans, more efficient visual aids, plastic flip-over charts, binders, opaque projectors, appropriate aromas impregnated in the package, specialized equipment of hidden voice recorders that pick up all sound within 60 feet, will be shown.

Photographic color transparencies, lithographic point of sale pieces, trademark sculpturing, etc. will also be shown.



**...and Hammermill Cover prints cleaner, binds easier
and embosses without breaking**

PEOPLE COME BACK for printing that gets results. And the sales promotion material you print for your customers has a better chance of getting results when the cover it's under is Hammermill Cover. In addition, you'll find Hammermill Cover is easier for you to work with.

You'll be pleased with the superior printability of Hammermill Cover. Its resilient surface for letterpress or offset actually improves the appearance of line cuts, solids, ornaments and type. Its Antique and Ripple finishes are exceptionally like-sided for "work and turn" printing.

And because it's made of carefully blended fibers, Hammermill Cover has the toughness to emboss

without breaking; the pliability to score and fold easily. This rugged durability will please your customers with extra long wear.

Available in 11 beautiful, attention-commanding colors, plus sparkling clear white, Hammermill Cover's striking appearance will help you turn occasional customers into steady ones. What's more, Hammermill Cover's high bulk

for weight gives printed pieces a rich substantial feel. And you have a selection of four finishes: Antique, Ripple, Brushmark and Morocco.

Show your customers samples of Hammermill Cover when they want catalogs, broadsides and printed pieces that get readers *inside*. You'll find it sells itself, as it has for more than 40 years. And you'll find that the finished job will help sell you.

**...yet HAMMERMILL
COVER costs no more**

BY THE MAKERS OF HAMMERMILL BOND

UNSURPASSED FOR: CATALOGS • BOOKLETS • MENUS • PRICE LISTS • FOLDERS • BROADSIDES • MANUALS

GETTING DOWN INTO THE BOTTLE



At least once a week NAP-L gets a call or letter from a member asking what we know about a new litho preparation or some other new item of material or equipment. If we know about it we'll give the inquirer the benefit of our knowledge. If we don't, we investigate. We've saved many members many headaches with these investigations. We ask the manufacturer for the names of plants where they are being used. We check carefully and give an unbiased report. This does two things. It keeps pressure off lithographers and it protects established suppliers to the industry.

This is another service to the industry — brought about by your membership in NAP-L. Write TODAY for details on how to join.



MAIL THIS COUPON to:
NATIONAL ASSOCIATION OF
PHOTO - LITHOGRAPHERS

317 WEST 45th STREET — NEW YORK 36, N.Y.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS
317 West 45th St., New York 36, New York

Gentlemen:

Please send me complete information about membership in the association.

NAME

COMPANY

ADDRESS

CITY ZONE STATE

No. of Presses

Chicago Lithographers Ask Raise

Chicago Local No. 4, Amalgamated Lithographers of America, has submitted to the Chicago Lithographers Association a proposal for a five percent across the board increase in the weekly wage scale. Also an increase in weekly rate for color strippers from \$105 to \$111, and an increase in line strippers' weekly rate from \$93.50 to \$98 was asked. An increase in second and third shift differentials from \$7 per week for journeymen and \$6 per week for apprentices to 10 percent for all classifications was also submitted.

Local No. 4 is, in addition, asking for a three-week vacation after one year of employment and four weeks' vacation for employees with 25 or more years of service with the same employer. Two additional paid holidays—Good Friday and national election day—are requested when not worked for all employees; also paid holidays on Christmas Eve and New Year's Eve for second and third shift employees.

In marked contrast to the lithographers' union action, seven Chicago printing trades unions, covering letterpress operations, have agreed to extend their contracts to June 1956, without a wage increase. This agreement was reached after joint study by union and employers. Both sides agreed that if something was not done to stop the upward surge of costs, buyers of printing would begin placing their business elsewhere.

NY Apprentices Hear Paschel

"The Physiology and Psychology of Color Vision" was the topic April 19 at the monthly lecture to apprentices of Local 1, ALA, sponsored by the Educational Committee of Local 1. Mr. Paschel concentrated on the subject of color perception and presented 83 slides detailing the fundamentals of light, color, and interpretation by the human eye and brain. The lecture began in total darkness as a testimonial to the need for light.

Mr. Paschel, camera consultant, will present his second lecture May 17 and discuss, "The Fundamentals, Variables and Limitations of Three and Four-color Reproduction."

New Eastman Color Film Spotlights Graphic Arts Role in Selling

With George O'Hanlon in the leading role of George Bradshaw, in-



This is a "shocking incident" in "Bradshaw's Billions," new 16mm color film by Eastman Kodak Co. now available on loan for group showings. George Bradshaw, convinced that he can produce a good set of directions for assembling his Fortaset without any help from his printer, is demonstrating the ease with which the job can be done. It doesn't quite work out that way and George takes the full 110 volts! But he's jolted into believing his printer that there's a better way of laying-out and printing those direction sheets.

Los Angeles Certifies Journeymen

Completion of four years of apprenticeship has brought certificates of journeymen to nine Los Angeles lithographic apprentices under auspices of the lithograph group of the Los Angeles PIA. Awards were made at a luncheon with Joe Galantin, Lithograph Group chairman, and Howard Heinrich, field representative, State Division of Apprenticeship, making the presentations to:

Robert P. Eide, Cal Litho Photo-Plate; Charles F. Arlich, Rapid Lithograph Co.; David Buzzart, Hillside Press; John R. Alexander, O'Dal Lithographers; Frank P. Cuomo, Photo Litho Supply Co.; Peter J. Zei Jr., General Printing Corp.; Robert Chastain, Repro Art Co.; Robert R. Buzzell, Jeffries Banknote Co.; and James DeMarco, Central Lithograph Co.

Private Printing Plant Kit

PIA has compiled material from a study of private printing plants and published a comprehensive envelope-type kit showing four steps in an educational program for those considering the installation of a private printing plant, or for those now operating a plant.

Step No. 1 is a series of four letters pointing to the high cost and specialization of today's equipment. The letters detail the key points

ventor who rises to fame, fortune, and foreign cars once he pays attention to his creative printer, Eastman has produced a new film (16 mm.) for use by graphic arts groups interested in promoting their industry.

Although the film is excellent entertainment and has many rib-ticklers, the serious purpose of the film is subtly noted in the step-by-step indoctrination George gets from his printer in the opportunities offered by graphic arts for advertising his products.

Produced in sound and full color, about 25 minutes running time, the film can be obtained by writing Eastman Kodak Co., Camera and School Service, Rochester 4, N. Y.

necessary to the selling of the private printing plant story.

Step No. 2 is a brochure with graphs, pie charts and extensive art work giving the reasons why a private plant may not really be an asset to its parent firm.

Step No. 3 describes the costs involved in the installation and operation of a duplicator department. Printed literature from printers and lithographers and a magazine reprint show how duplicator competition has been met.

Step No. 4 gives several mailing pieces for effective presentation of additional facts relating to the private printing plant. Case histories are included.

Art Gravure Officer Dies

William Garvin, 53, assistant treasurer of Art Gravure Corp., New York, died April 11 at his home in New York. He had been with the firm since 1927 and served as assistant treasurer for the past two years.

Ace Names McGiveran VP

Ace Carton Corp., Chicago, operating offset and other printing facilities for production of folding paper boxes, has elected Stanley J. McGiveran as first vice president of the parent company and president of its subsidiary, Ace Folding Box Corp., White Pigeon, Mich.

"CHAMPION" Deep Etch DOWN-DRAFT Lithographers Work Table

COMPLETELY ELIMINATES ALL HAZARDOUS FUMES

Check these advantages:

- ✓ Removes all hazardous fumes at their source—no odor in shop and offices.
- ✓ Table at convenient working height.
- ✓ Exhaust slot removes contaminated air through slot all around perimeter of working area at high velocity.
- ✓ Acid resistant KOROSEAL lined disposal pitches to a KOROSEAL lined 2" drain.
- ✓ Processing of plates on an everlasting smooth surfaced slate slab.
- ✓ Large heavy duty ball-bearing type built-in suction blower operates quietly and is belt driven by a standard speed motor.
- ✓ Reduces absenteeism.
- ✓ Tends to reduce insurance rates.
- ✓ Increases production.



4 POPULAR SIZES

(Other Sizes Upon Request)

No.	Slate Slab	Overall Dimensions (All 33½" High)	Exhaust Blower Capacity: Cu. Ft. Air Per Minute	Motor H. P.
1	30"x40"	42"x50"	2500	1
2	42"x50"	54"x62"	3200	1½
3	50"x60"	62"x72"	4200	1½
4	60"x80"	72"x92"	4800	2

SOME OF THE USERS OF "CHAMPION" EQUIPMENT

IN CHICAGO:

Jahn & Oliver Engraving Co.
Chicago Lithoplate Graining Co.
American Offset Co.
Collins, Miller & Hutchings
Superior Engraving Co.
R. R. Donnelley & Sons Co.
Central Type Setting Co.
Caspers Tin Plate Co.
American Can Co. (Maywood)
Eastman Kodak Co.
Rochester, N. Y.
Gugler Litho Co.
Milwaukee, Wis.
Conner Lithographers
Detroit, Mich.
Hall Brothers
Kansas City, Mo.
Epsen Litho Co.
Omaha, Neb.
Atlanta Litho Co.
Atlanta, Ga.
Crane Howard Litho Co.
Cleveland, Ohio
Arrow Engraving Co.
Cleveland, Ohio
Marathon Corporation
Neenah, Wis.
A. L. Garber Co.
Ashland, Ohio
Litho Plate Service Co.
Toledo, Ohio
American Litho Co., Inc.
Atlanta, Ga.
Ideal Litho Service
San Antonio, Texas
Strobridge Litho Co.
Cincinnati, Ohio
Lithographic Plate Service
North Hollywood, Cal.

IN LOS ANGELES:

Mission Engraving Co.
Dillion Lithograph Co.
Colortone

DISTRIBUTORS

Bridgeport Engraver's Supply Co.
California Ink Co.
Harold M. Pitman Co.
E. T. Sullabarger Co.
Roberts & Porter, Inc.

IN CANADA

Toronto Type Founder Co., Ltd.
Latimer, Ltd., Toronto

"CHAMPION" Improved TEMPERATURE CONTROLLED Developing Sinks

MAINTAINS EVEN TEMPERATURE WITHIN A FRACTION OF A DEGREE

Features:

- ✓ Recirculating pump equalizes sink water temperature by forced flow of water around and under developing trays.
- ✓ Will maintain separate desired temperatures for sink trays (heating and cooling) and for storage compartment (cooling) to within a fraction of a degree of setting.
- ✓ Equipped with latest type hermetically sealed, trouble free refrigerating unit.
- ✓ In operation a continuous flow of water is not required. Result: no water wasted.



- ✓ Disposal trough for tray contents in back for convenience.
- ✓ High back splash, sink aprons, etc. constructed of polished stainless steel, heliarc welded.

#1.....3 Trays.....20x24 Film Size.....32½" x 74"
#2.....3 Trays.....26x30 Film Size.....39" x 93"
#3.....3 Trays.....30x40 Film Size.....49" x 105"

... and other sizes available for your special requirements.

manufactured by **H. SCHMIDT & CO.**

ESTABLISHED 1891

317 S. Paulina St., Chicago 12, Ill.

SEeley 3-0404



New Sales Execs. at Forbes

Recently announced advancements in the sales organization of Forbes Lithograph Manufacturing Co., Boston, are: Robert M. Lawrence, vice president and assistant general sales manager, has been appointed general sales manager; Thomas B. Hand has been named vice president in charge of sales of the New York office; Edward W. Hoy has been made vice president in charge of sales of the Cleveland office; Vincent C. Lanigan was named special sales assistant in the Gravure division; and George E. Dodson has joined the Gravure division.

Mr. Lawrence was vice president in charge of sales in the New York office until May, 1953, when he trans-

ferred to Boston to become assistant general sales manager.

Mr. Hand and Mr. Hoy have been serving as branch managers of the



R. M. Lawrence



T. B. Hand

New York and Cleveland offices, respectively.

Mr. Lanigan was formerly associated with Reynolds Metals Co. and Mr. Dodson had been with Continental Can Co.

Stern Expands Offset Production

Purchase of a 76" Miehle lithographic press and auxiliary equipment signals the beginning of production in a broader field of offset lithography at Edward Stern and Co., Philadelphia. According to Maurice Segal, president, the new press will be the only one of its size in the immediate vicinity of Philadelphia and only one of a few located in the Delaware Valley area.

"Purchase of this press is an indication of our company's faith in the continued rapid growth in the use of full color lithography," Mr. Segal declared. The press will be installed late this spring and should, according to plans, be operating at full capacity by the middle of the year.

Regal Open for Business

Regal Lithographer, Inc., South Boston, Mass., opened its doors for business April 1. Wendal Duffy, formerly plant foreman of Superior Printing Co., Boston, established this new offset printing plant. Regal occupies 8,000 square feet of floor space and will handle regular as well as process color work.

Mr. Duffy said present plans call for a new Miehle 36 offset press with another press scheduled for July delivery; a modern plate room with the new Brown whirler, Graeco 42 x 52

printing frame; Knapp Deluxe square up table and special built Tripp Co.'s plate and dark room developing sinks.

Regal's photographic department will be set up to handle quality color work with a new 24" Robertson camera with full color accessories and Graeco's new wall type dark room printing frame.

High Sales for Stecher-Traung

Reporting total sales for 1954 at \$11,056,836, a new high, Charles W. Weis Jr., president, Stecher-Traung Lithograph Corp., Rochester, N. Y., warned that the lithographic industry has been caught between higher prices for labor, materials and other costs, and inability to increase proportionally the selling price of its products. Stecher-Traung's lower net income despite an all-time record sales attested to this fact.

Mr. Weis added that in the last nine years, Stecher-Traung has spent nearly \$4 million on plant and new equipment without refinancing or impairment of working capital.

Miehle Names Hamilton

E. H. Hamilton has been appointed sales representative in the Cleveland-Pittsburgh area for Miehle Printing Press & Manufacturing Co. Mr. Hamilton will be located in Cleveland, and cover Northern Ohio and Western Pennsylvania.

PIA Sales Conference May 12-13

PIA will conduct its 3rd Professional Conference for sales executives May 12-13 at the Edgewater Beach Hotel, Chicago.

On Thursday morning, May 12, "The Sales Manager's Job" will be explained; "Market Research" case histories will be presented on product analysis, selection and development, and also on prospecting. These fifteen-minute case histories will be followed by a two-hour seminar session. The same afternoon the general session will feature "Planning For the New Salesman" with case histories on analyzing the job to be done, and on selecting and training the salesman for this job. Two-hour seminar sessions on these subjects will follow both programs. The entire session, Friday, May 13, will cover "Operating a Sales Force." Case histories will be presented on control of the salesman's time, sales records and profit analysis, customer relations, and budgeting, forecasting and long range planning. Two-hour seminar sessions on both the morning and afternoon programs will be held.

Luncheon addresses will be case histories on "How to Manage the Large Sales Force" and "How to Manage the Small Sales Force." Talks will be of 15-minutes long and will be actual case histories by sales managers of printing and lithographing companies.

10,000 Attend POP Convention

"Point of Purchase advertising may enjoy its first \$1 billion year in 1955," declared Donald S. Hutchinson, president of Point of Purchase Advertising Institute and vice president, Lutz & Sheinkman, New York.

More than 115 manufacturers displayed their latest wares at the Palmer House, Chicago, last month. Attracting attention was a prefabricated map of the United States, 4 x 8 feet, showing dozens of customers pouring in and out of a Robert Hall clothing store (made by Stanley Wessel & Co., Chicago).


Mr. Hutchinson averred that in 1954, the POP industry had \$830 million in sales, compared to about \$650 million in 1953.



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Bourges Process Course in Fall

Commercial artists and practicing graphic artisans will be offered courses in line and halftone color separation starting this fall at the New York City Community College of Applied Arts and Sciences, Brooklyn. Both courses will be given by Mrs. Jean Bourges Mayfield. Line reproduction will be given in the fall semester, and halftone in the spring.

The first course in line reproduction discusses elementary principles of copy separation, concentrating on line reproduction; techniques that can be obtained; principles of overprinting transparent colors; and thorough study of the art effects, color, etc. that can be obtained by pre-separated copy.

The second course, halftone reproduction, will permit artists to prepare actual samples of work for the different types of halftone reproduction in two, three, and four colors, send them to the photo processes class, see the negatives and plates made and have a chance to discuss with the platemaker the results of each job.

A limited number of students will be selected for admission to the classes. Interested artists should submit resumes and samples of work to George M. Halpern, Advertising Production Management, New York City Community College, 12 Franklin Ave., Brooklyn 11, N. Y.

Dry Offset For Newspaper

The dry-offset process, as it applies to newspaper production, was to be demonstrated in a closed-circuit television program at the American Newspaper Publishers Association convention in New York, April 27, ML learned at press time.

The ANPA laboratories at Easton, Pa., reported that it was to conduct the hour-long program, scheduled at the Waldorf-Astoria Hotel, New York, scene of the convention. The program was to include information on all forms of printing research at the Easton plant, including recent work done with dry offset. David Lewis of the Easton staff, was to describe and demonstrate the process, showing it in action on a special press.

Lithographers at Tobacco Conclave

Automation for the small business office was the theme of an exhibit Standard Register Co., Dayton, O., presented at the trade show held recently at the Chicago convention of National Association of Tobacco Distributors. A device was demonstrated for punching tape to be used in a tabulating machine for summarizing data on payroll, inventory, cost figures, sales summaries by products and other purposes. Standard Register's continuous marginal punched, lithographed forms were shown by R. S. Parker, sales promotion department, and Donald Brockman, methods research division.

U. S. Printing & Lithographing Co. presented their products and services in an exhibit highlighting the recently developed carton with flip cover used exclusively for Marlboro cigarettes. Point-of-sale display pieces and merchandisers for the tobacco dealer, gift wrapping paper, simulated leather and unusual fabrics were shown. Howard Minnich, advertising manager, was in general charge of the display.

Other lithographers participating in the tobacco trade roundup were Consolidated Lithographing Co., New York; Ideal Greeting Card Co., Boston; U. S. Playing Card Co., Cincinnati; The Meyercord Co., and American Decalcomania Co.

Lithographers Get Safety Awards

Thirty-eight printing firms completed the 1954 accident prevention contest sponsored by the National Safety Council's printing and publishing section. Among litho firms awarded certificates of achievement for reducing injuries were:

American Greetings Corp., Cleveland; The Todd Co., Rochester, N. Y.; Pacific Press, Inc., Los Angeles; the Army Map Service, Corps of Engineers, Wash., D. C., and the Washington departmental service office of the U. S. Government Printing Office. Ten contestants had perfect records, including the following litho firms: Lord Baltimore Press, Baltimore; U. S. Printing & Lithographing Co., St. Charles, Ill., and Erie, Pa., divisions; and The Pullman Press, Chicago.

New home of Lezius Hiles Co., Chester Ave. and E. 61st St., Cleveland.



Old Cleveland Lithographer Moves—Doubling Floor Space

The Lezius-Hiles Co. has moved into a new plant at Chester Ave. and E. 61st St., Cleveland, ending a 40-year space tenure in the Bingham Building, on printers row.

The new location doubles the floor space formerly occupied, providing a total of 50,000 square feet. Executive offices, creative planning, art and production departments are located

on the second floor, while all printing operations are concentrated on the ground floor.

Unique feature of the move was a "planned job schedule", evolved after detailed study of future operations, in which presses, linotype machines and other equipment was moved to the new location as a job being run was completed.

Sales Execs' Conference in May

Third Professional Conference for sales executives in the printing and lithographing industry is scheduled for May 12-13, Edgewater Beach Hotel, Chicago. Sponsored by PIA, the conference will place emphasis on the seminar session technique, in which registrants will be divided into groups of 30-35 persons. Charles LaBlanc, Research Institute of America, will conduct a two-hour pre-conference training session for seminar chairmen.

Topics to be covered include:

The Sales Manager's Job; Market Research, case histories; Planning for the New Salesman; Operating a Sales Force, case histories; How to Manage the Small Sales Force; Customer Relations; and Budgeting, Forecasting, and Long Range Planning.

Interchem Advances Dewey

Phillip H. Dewey has been appointed to the newly created position of administrative assistant at the central research laboratories of Interchemical Corp., New York. Mr. Dewey will work on the business administration portion of the company's research effort. He continues as editor-in-chief of *Interchemical Review*, technical publication of the Corporation.

Mr. Dewey joined Interchemical in 1945 as a research chemist at the

R-B-H Dispersions Division, and came to the research laboratories in 1948 as head of the dispersion section of the physical chemistry department.

Nekoosa Sales Peak in '54

Nekoosa-Edwards Paper Co.'s annual report (cover lithographed in four colors showing first lake states commercial scale trial of an experimental chemical debarking process) told stockholders that the company had record sales, four percent over 1953, and peak earnings of \$3.02 per share.

John E. Alexander, president and general manager, mentioned two large projects begun in 1954: a nine-story building to house a new 350 pulp-ton capacity recovery furnace, and an extension of the Nekoosa mill finishing rooms. The recovery unit will be completed late this year.

The annual meeting will be held on July 23.

Kleen-Stik Has New Services

Recently appointed and equipped to apply pressure-sensitive Kleen-Stik to printed sheets are Wells-Badger Corp., Milwaukee; Commercial Bindery, Inc., Detroit; and J. Lewin Bookbinding & Sample Co., St. Louis. Addition of these service organizations brings Kleen-Stik's total service plants to ten.

NEW!

Good News for the Busy Pressman
AQUATEX and DAMPABASE

**DAMPENING ROLLER COVERINGS
NOW SOLD IN CUT LENGTHS**

For the convenience of the lithographer Aquatex and Dampabase dampening roller coverings are now available in cut lengths to fit any roller. These cut lengths are equipped with grommet or drawstring ends to ease the operation of applying the covers to the rollers and to assure a snug tight fit. When ordering give size of press or size of roller to be covered. Also specify type of ends desired — grommet or drawstring. Aquatex and Dampabase in cut lengths are sold by all leading lithographic supply houses — order your supply today.

A Size for Every Press
THEY'RE BETTER BECAUSE THEY'RE SEAMLESS

AQUATEX DAMPABASE
TRADE MARK REG. U.S. PAT. OFF.

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Roller Makers for 90 Years
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"Motivation" Expert Speaks in NY

Young Lithographers Association of New York heard Irving Gilman, director of special projects, Institute for Motivation Research, say that social research has gone from the seminar to the supermarket. The April 13 meeting was attended by 45 members.

Asking the group, "What triggers people's actions?", Mr. Gilman then answered the question, listing four basic motivations as: sustenance, status, sex, and security. He averred that more than 60 percent of America's selling is for psychological needs rather than actual physical needs. He cautioned lithographers that mechanical perfection in a printed piece doesn't necessarily mean psychological perfection, and that a faulty ad campaign, despite the best press work on mailing pieces, magazine inserts, etc., may actually build up the competitive product.

Sympathizing with the buyer in today's market who is confronted with a "misery of choices," that is, an abundance of brands, all of which are much the same, Mr. Gilman said the job of his company and the job of creative lithographers is to so build a product, package-wise and advertising-wise, that the buyer finds it easy to select that particular product.

Scheduled for May is a plant trip through the metal decorating division of American Can Co., Hillside, N. J.

Godell Heads P-O-P Division

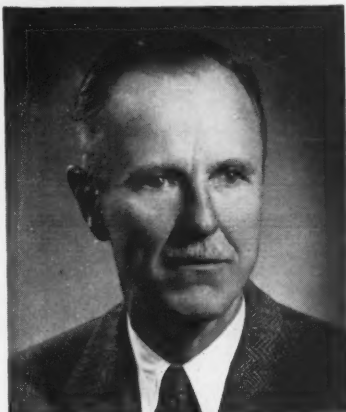
Gugler Lithographic Co., Milwaukee, has named Paul Godell as director of its point-of-purchase display division with headquarters in Chicago.

Donnelley Adds 156 to Club

R. R. Donnelley & Sons Co.'s 25-Year Service Club has added 156 new members to its rolls. Included are 133 employees of the Chicago plant, 21 from the Crawfordsville, Ind., offset plant and two from Detroit. Total membership of Donnelley's 25-Year Club is 962, reported Richard Wise, director of public relations. New members were inducted April 16 at the Club's 12th annual dinner, Palmer House, Chicago.

Robt. Crane Heads Byron Weston

Byron Weston Co., Dalton, Mass., elected Robert Crane president of the company recently. Mr. Crane joined



Robert Crane

the organization in 1929 as a salesman in New York. He traveled throughout the United States and in 1940 was named sales manager. He served as a director, secretary, vice president, and since August, 1954, as executive vice president.

Rochester Lithographer Dies

William Toole, 64, died April 7 in San Diego, Calif. He was a lithographer with Rochester Lithograph Co., Rochester, N. Y., until he moved to the West Coast some years ago.

Paisley Buys Scriptex Assets

Paisley Products, Inc., division of Morningstar, Nicol, Inc., New York, has purchased the inventory of Scriptex Adhesive Products Co., Phila., and has transferred manufacturing operations to their plant in New York. Products include vegetable base pastes and glues, latex and polyvinyl resin cements and other industrial adhesives.

Al Cohen, former partner and manager of Scriptex has joined Paisley as a special sales and service representative in the Philadelphia territory.

New Method for Halftones

Eastman Kodak reports that a halftone printing plate can be made from a continuous-tone negative through the use of any one of several types of presensitized offset plates and a halftone tint or pattern of sharp dots.

The resulting picture quality is good, and a wide range of contrasts and variations in tone reproduction can be achieved through the choice of tint and through variation of the distance between plate and tint.

Three factors which affect the contrast of the final print are:

- 1) Choice of tint ruling.
- 2) Percentage tint used.
- 3) Separation between the continuous-tone negative and the emulsion of the tint.

The finer the tint ruling, the higher the contrast will be of the final print. The final print will also have high contrast with a low percentage tint, and low contrast with a high percentage tint. The greater the separation between the continuous-tone negative and the emulsion of the tint, the higher will be the contrast of the final print.

According to the method, to produce the halftone printing plate, a continuous-tone negative is placed in contact with a presensitized offset plate such as 3M or Enco (Minnesota Mining & Manufacturing Co.'s presensitized aluminum photo-offset plates), with the emulsion of the negative towards the sensitized side of the plate. Next a tint is placed over the negative with the emulsion of the tint either in contact with the negative or facing away from the negative depending upon the contrast desired. The best results on a 3M plate were obtained with a 133-line 60 percent neutral tint with the emulsion of the tint facing the light source. The plate was exposed to a white flame carbon arc at three feet for 2½ minutes. The plate was processed in the normal manner and was then ready for the press.

If the process is used in conjunction with Kodalith film to take the place of a contact screen, the continuous-tone negative is placed with the emulsion of the negative in contact with the Kodalith film emulsion. A 133-line 60 percent tint is placed over the negative, with the emulsion of the tint away from the negative. The positive which is obtained can then be used with a positive working Enco pre-sensitized aluminum master to obtain the final halftone prints.

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Top quality reproduction and substantial savings for you, if the name is **ReproGraphic**! For outstanding results, backed by the manufacturer's 75 years of specialization in photographic materials for the graphic arts industry, standardize on Cramer's

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PLATES . . . FILM . . . DEVELOPER

ReproGraphic Plates — Highly orthochromatic, perfected for any phase of photography where maximum contrast is required. Their fine grain emulsion insures sharp, stencil-like halftone dot structure. These plates are ideally suited for dot etching, multiple work and for making line negatives requiring absolute opacity.

ReproGraphic Ortho Film — Compare this orthochromatic-sensitive film alongside competitive brands for contrast, density, opacity, speed, development latitude in your line and halftone negatives and positives — and for price! Available in all popular sheet and roll sizes, both regular (.005") and thin (.003") base.

ReproGraphic Developer — Newest and best photomechanical developer on the market! Formulated to yield maximum density and contrast and to provide prolonged tray life. Designed for use with ReproGraphic and other process plates and films, strip films and photo papers.

Write now for further information and prices, or order direct from

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New York 3

Lemp & Shenandoah
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608 S. Dearborn
Chicago 5

Trade Events

National Assn. of Litho Clubs, annual convention, May 6 and 7, Schroeder Hotel, Milwaukee.
 Technical Assn. of the Graphic Arts, annual meeting, Boston, May 9-11, 1955, Somerset Hotel.
 Research & Engineering Council of the Graphic Arts Industry, annual meeting, Parker House, Boston, May 11-13.
 Southern Graphic Arts Assn., annual convention and exhibit, May 26-27, Hot Springs, Ark.
 Lithographers National Assn., annual convention, June 20-23, Lake Placid Club, Lake Placid, N. Y.
 International Assn. of Printing House Craftsmen, annual convention, August 7-10, Netherland Plaza Hotel, Cincinnati.
 International Association of Printing House Craftsmen, Inc., annual convention, Aug. 7-10, Hotel Netherland Plaza, Cincinnati.
 Screen Process Printing Association, International, annual convention, Sept. 10-14, Atlantic City.
 National Assn. of Photo-Lithographers, annual convention and exhibits, September 21-24, Statler Hotel, Cleveland.
 National Metal Decorators Association annual convention, Oct. 10-12, Chalfonte-Haddon Hall, Atlantic City, N. J.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.
 CHICAGO—Chicago Lithographic Institute, Gleason House, 1800 S. Prairie Ave., Chicago 16, Ill.
 CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.
 LOS ANGELES—Los Angeles Trade Technical Junior College, 1646 S. Olive St., Los Angeles 15, Calif.
 MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.
 NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.
 NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.
 OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.
 ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.
 PHILADELPHIA—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.
 PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.
 SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.
 ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.
 VANCOUVER—Clark College.
 WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
 Wade E. Griswold, Exec. Dir.
 131 East 39 St., New York 16, N. Y.
 National Association of Photo-Lithographers
 Walter E. Soderstrom, Exec. V. P.
 317 West 45 St., New York 36, N. Y.
 Lithographers National Association
 W. Floyd Maxwell, Exec. Dir.
 420 Lexington Ave., New York 17, N. Y.
 National Assn. of Litho Clubs
 Frank H. Mortimer, Secy.
 5917 33rd St., N. W.
 Washington 15, D. C.
 Printing Industry of America
 James R. Brackett, Gen. Mgr.
 719 15th St., N. W. Washington 5, D. C.
 International Assn. of Printing House Craftsmen
 P. E. Oldt, Exec. Sec'y.
 307 E. Fourth St., Cincinnati 2.

LNA Theme— 50 Years of Progress

FIFTY years of progress will be the theme of the Lithographers National Association convention next month at Lake Placid, N. Y. The Golden Anniversary meeting is scheduled for the Lake Placid Club, June 20-22.

Actually the association is in its 67th year, according to Carl R. Schmidt, Schmidt Lithograph Co., San Francisco, president of LNA, but this year's convention will be the 50th as an incorporated association.



Carl R. Schmidt

LNA staff members and convention committees late last month announced a diversified program covering profits, labor relations, quality and work simplification. In addition there will be the usual quota of entertainment, including the annual golf tournament and a banquet. A showing of the 267 winners in the 5th Annual Lithographic Awards Competition (some of which are pictured in this issue) also is listed, with Herbert W. Morse, LNA promotion director, in charge.

Interest in Profits Report

It is expected that big interest will focus on the litho profit report of W. Floyd Maxwell, executive director of the organization. A repeat performance of last year's well-received statement, Mr. Maxwell's "Survey Report on Lithographic Profits for 1954," will show both the effect of discontinuance of the excess profits tax on net earnings and the trend of profits compared with earlier years.

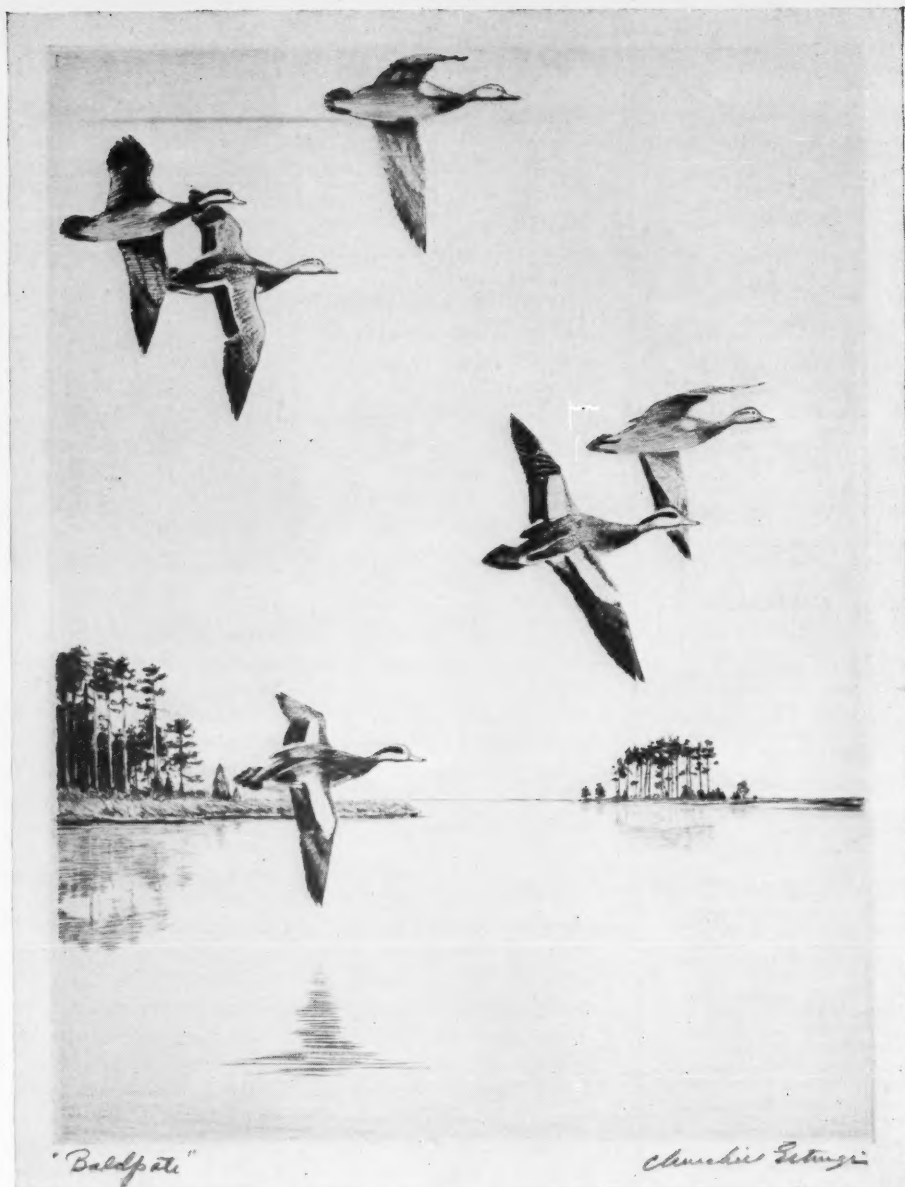
Profits also will be discussed at the "Profit Improvement" panel of the Cost, Accounting and Financial Management committee. Everett F. Bowden, Forbes Lithograph Mfg. Co., Boston, chairman of the committee, said a talk on work simplification methods will be given at the group's other session.

Concurrent with the profit improvement panel will be a meeting of the Labor Relations Advisory committee, under the chairmanship of Paul H. Lyle, Western Printing & Lithographing Co., Racine, Wis. Coordination of employe communications will be discussed. At another meeting of this group Quenton O. Young, director of Labor Relations for LNA, will review the labor picture.

LTF To Discuss Quality

Lithographic Technical Foundation staff members, Charles Shapiro and Michael H. Bruno, will be called upon at another session by the Industry Relations committee to show how quality can be improved in the plant. James G. Strobbridge, Strobbridge Lithographing Co., Cincinnati, heads the committee.

Mr. Schmidt will open the convention with an address that is expected to trace the progress of the lithographic industry.★



BALDPATE, one of Churchill Ettinger's most popular etchings.

Mohawk Vellum, Cover and Bristol

*Mohawk
Paper Mills*

A softly felted vellum for fine letterpress and offset. Clear, bright white in 60, 70 and 80 lb., eight pleasing colors in 60 and 70 lb. . . . with white vellum cover and bristol to complete an extensive line.

Vistain Advanced by Pitman

Harold M. Pitman Co. has announced the appointment of Clarence A. Vistain as assistant sales manager. Mr. Vistain has been employed by Pitman in various sales capacities since he was discharged from the U. S. Marine Corps in 1946. He will make his headquarters at the main office in Chicago.



NPTA Show: New Offset Papers

Kenneth McFarland, educational consultant, General Motors, delivered the principal address to more than 1,000 convention delegates attending the 52nd annual luncheon of the National Paper Trade Association, Waldorf-Astoria, New York, March 28.

Exhibitors of gummed and pressure sensitive tape lines said that high buying interest and heavy traffic through the displays was evident from the opening of the convention on Sunday.

New papers of interest to lithographers included Kimberly-Clark's Texoprint, a web of cellulose fibers impregnated with plastic producing good reproduction quality with fast setting inks, recommended for book covers, tags and labels, shop manuals, presentation brochures, etc.

Among new gummed papers was a peelable textile grade by Dennison, suitable for labels in competition with textile products. Appleton Coated Paper Co. displayed colored and tinted coated offset papers.

New ATF Distribution Plan

R. A. Tobias, vice president in charge of sales and service for American Type Founders recently announced an expanded type distribution program.

"Instead of trying to serve all our type customers from our present 12 branch offices, ATF is establishing 44 authorized type dealers in key cities throughout the country. In addition, ATF has completed and made available for the first time in many years, a complete catalog of all ATF type faces. Announcements will be sent out soon covering the appoint-

ments of each new type dealer," Mr. Tobias said.

A revised and improved service and sales organization includes:

(a) parts and equipment warehouses at New York (Elizabeth, N. J.), Chicago, Atlanta and San Francisco.

(b) Regional equipment sales and service centers with displays of new equipment at New York, Philadelphia, Cleveland, Chicago, Atlanta, Dallas, San Francisco and Los Angeles.

(c) Twenty-seven district sales and service points will be maintained in key cities.

Brett Litho: Operation Success

WRCA-TV New York, had Brett Lithographing Co., Long Island City, featured as an example of "Operation Success" on its weekly TV show April 23. Viewers were taken on a trip through the plant and Quentin Reynolds detailed the qualities that have made Brett a leader in its field.

C & G Installs Air Conditioning

Cullom and Gertner Co., Nashville printing and lithographing firm, has completed the air conditioning of its entire plant, consisting of approximately 50,000 square feet of floor space.

"We have found that air conditioning keeps paper stock in better condition to print; rollers on presses last longer because of the even temperature maintained," said a company official. In two printing departments where humidity control is especially critical, provision has been made to add moisture during winter months through the use of spray nozzles and compressed air.

Missouri Lithographer Expands

Mendle Printing Co., Brentwood, Mo., began construction of an addition to its lithographing and letterpress plant recently. The plant, built in 1947 is in the form of a "T", material being fed from each wing to a production line 275 feet long. When completed, the new project will add 200 feet to the production line.

Western Advances Richard Small



Western Printing and Lithographing Co., Poughkeepsie, has announced the appointment of Richard Small as assistant general manager, eastern division. Mr. Small was also appointed a director of Whitman Publishing Co. and Artists & Writers Guild of New York. He is also vice president and director of K. K. Publications, all subsidiaries of Western.

Jersey City Names Officers

Personnel changes at Jersey City Printing Co., effective April 6, include: Paul L. Black, chairman of the board; William Y. Dear, Jr., president and treasurer; Reginald F. Towner, executive vice president and general manager; and Leonard C. VanderVeld, assistant treasurer. Wesley C. Steele will continue as secretary.

Rodgers Joins Ideal Roller

Howard J. Rodgers has recently been appointed a sales representative of Ideal Roller & Manufacturing Co. in New York. Prior to his permanent appointment, he took his training at the company's eastern division headquarters, Long Island City.

Fox River Club Gets Charter

Thomas P. Mahoney, president, International Association of Printing House Craftsmen, presented the newly organized Fox River Valley Club with its charter and installed its officers March 25. The charter meeting was attended by 101 charter members and 32 guests from the Milwaukee-Racine, the Fox River Valley, and the Chicago clubs.

Officers installed were Edward W. Thomas, Badger Printing Co., Appleton, president; Emmet Tohman, Graphic Composition Co., Menasha, first vice president; John B. Ellis, Kimberly-Clark Corp., Neenah, 2nd vice president; Dick Dungan, Universal Paper Co., Menasha, recording secretary; Linus Pfankuch, Banta Publishing Co., Menasha, treasurer, and Ray Murphy, Banta Publishing Co., sergeant-at-arms.

*Your work
is
as good as
your bond...*



Hamilton Bond

Here's the best Hamilton Bond we've made in 25 years of bondmaking. The white is our brightest, whitest white; the 11 colors have a sparkle that sets them apart. The watermark is *genuine*—formed inside the sheet, not pressed onto the finished product. That means a smooth, even surface that prints cleanly, clearly, without a trace of linting or fuzziness. Hamilton Bond is pre-conditioned at the mill to lie flat and feed well; then moisture-proof wrapped in the new gray-and-blue package.

In the hands of your customers, Hamilton Bond meets all tests. This paper shows off letterhead designs and printed messages to their best advantage, and takes typed characters crisply and clearly. When it comes to folding endurance and tearing strength, Hamilton Bond is second to none. It erases cleanly, without smudging, and it stands up handsomely under heavy use.

Your work is as good as your bond. So work with Hamilton Bond—the bond that brings out the best in your work!



HAMILTON PAPERS

W. C. HAMILTON & SONS • MIQUON, PA.
Offices in New York, Chicago, Los Angeles

HAMILTON BUSINESS PAPERS: Hamilton Bond, Hamilton Ledger,
Hamilton Mimeo Bond, Hamilton Duplicator.

Johnston Holds Open House

More than 1,500 company guests, attending William G. Johnston's Open House in Pittsburgh April 21, received a brochure illustrating enlarged offset and letterpress facilities, following a plant tour pointing out high spots of the company's expanded facilities.

Special open house displays included specimens and work-in-progress exhibits of catalogs, industrial publications, books, brochures and direct mail pieces. A conference room was also set aside for historical printed pieces rolled out on steam presses. Elaborate menus printed by the company for the old Monongahela House, famous hostelry used by many distinguished visitors in the last half of the 19th century were shown. A Western Calculator, printed by the company in 1824, which provided story problems for young schoolboys on figuring costs of whiskey and tallow, was also seen.



Robert H. Caffee (l.) president and general manager of William G. Johnston Co., Pittsburgh, and Harry M. Fritz, assistant general manager and plant manager, confer on a new production job. The Company recently entertained 1,500 customers, civic officials, business leaders, advertising executives and friends at an open house at their plant marking official opening of a new quarter million dollar addition to its plant.

Robert H. Caffee, president, cited an eight-fold sales increase since 1941 as proof that "advertising with everything" should be an integral part of modern printing management.

CIO Local in at Miehle

Employees of Miehle Printing Press & Mfg. Co., Chicago, have chosen the CIO International Union of Electrical Workers as new bargaining agent in place of Local No. 133, United Electrical Workers, which has represented Miehle's 930 employees on labor matters for the past ten years. The vote was 506 for the CIO union to 399 for Local 133, according to official proclamation of the March 18 election result, announced April 4.

Soldiers Litho at London Show

Two-color war maps for use in the field will be lithographed by soldiers at 5,000 an hour during the Tenth International Printing Machinery and Allied Trades Exhibition at London's Olympia, July 5-16.

Although the complete field unit for map production usually consists of ten vehicles using printing plant, photographic and dark room equipment and stores of paper and water, the two vehicles to be shown will be a lithographic printing vehicle and a dark room. Included is a two-color lithographic rotary offset printing press (printing on sheets 30" x 22½")

with automatic feeder and roller cleaning mechanism. The mobile darkroom can process photographic materials up to 30" x 24".

Craftsmen Hold "6 Keys" Meeting

International Association of Printing House Craftsmen, first district, held their 20th annual spring conference at Hotel Statler, Hartford, April 22-23 and offered members "six keys" to open doors to new horizons.

The "keys" were: Kenneth R. Burchard, assistant Dean, Carnegie School of Printing Management, discussing the latest processes and materials in graphic arts; Stuart English, director, The Stuart English Course, speaking on "Humanics"; H. E. Swayze, research engineer, Dow Chemical Co., discussing magnesium; Carl P. Palmer, printing division, E. I. duPont de Nemours and Co., speaking on phototypography; Charles E. Schatvet, president, Guide-Kalkhoff-Burr, Inc., telling of his experiences and observations during his recent trip to Germany; and Thomas P. Mahoney, president, International Association of Printing House Craftsmen.

Expand Ektachrome Processing

Pace & Van Camp Color Laboratories, New York, has completed installation of new equipment for processing Ektachrome film and has developed special techniques to make corrections for under-or over-exposed conditions with no loss of color balance or quality. Max Rogers has been named manager of the firm's Ektachrome processing division.

The new color correction techniques can compensate for errors of judgment or adverse conditions under which a photographer has had to work it is said.

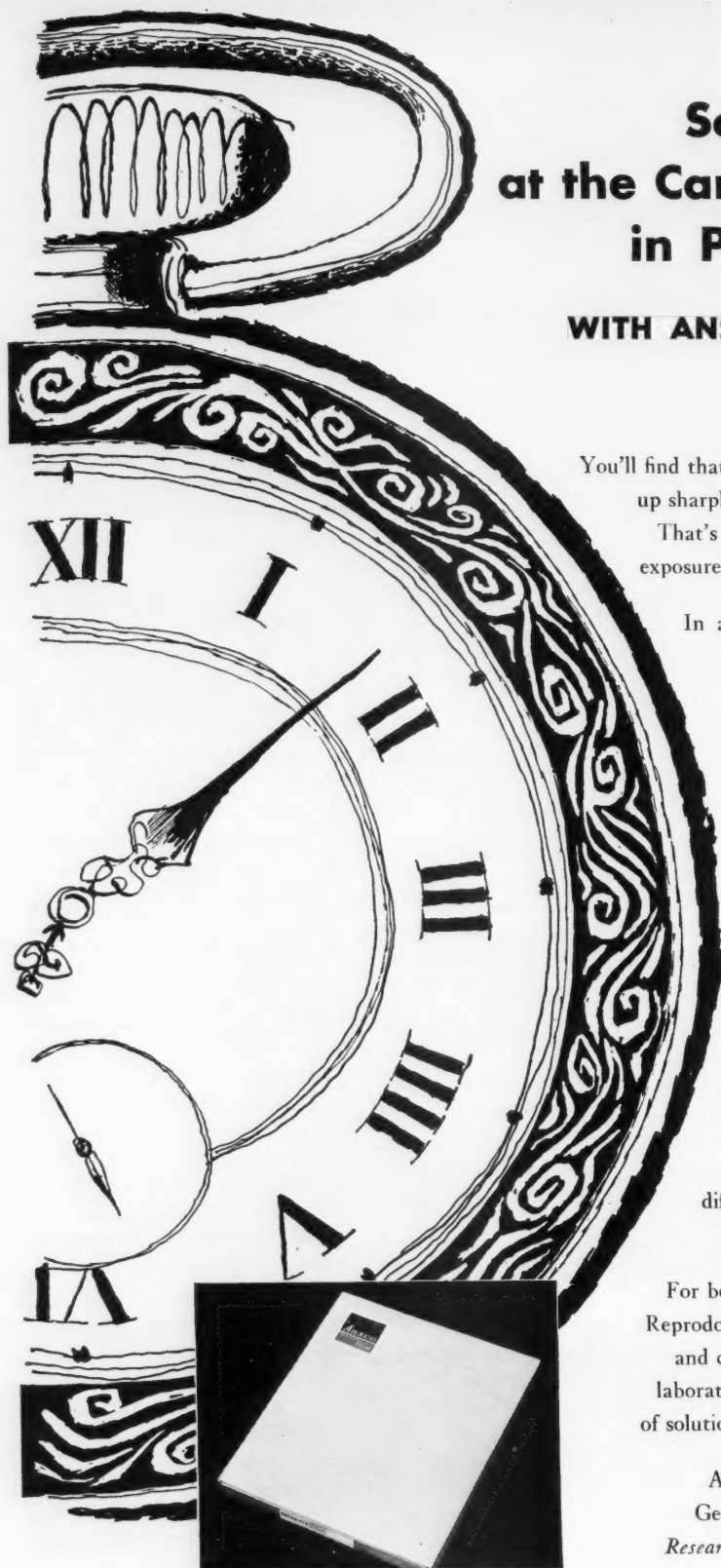
Tests have shown however, that a deficiency of yellow amounting to about 10 percent becomes evident at 2¼ stop correction and ranges upwards to a deficiency of approximately 35 percent at 3½ stop correction. For over-exposed conditions, the technicians can reduce the aperture opening by as much as 1½ stops with no loss of color balance.

Photographers can achieve whiter whites by deliberately under exposing their shots ¼ to ½ stops and permitting the laboratory to correct for exposure in the processing. It has the effect of boosting the highlight range and imparts greater brilliance to the white tones in the finished film, the company said.

Chocolate colors, present a particularly difficult color problem for photographers and it is a common misbelief that correction can be made in processing the film for the over abundance of red in chocolate cakes and similar products. This is true only to a very limited degree, Mr. Rogers said and advised that a true chocolate color usually can be obtained by the photographer by utilizing compensating filters such as CC-10-C or CC-10-G.

Plate-Making on L. A. Agenda

Litho plate-making has been added to the topics for discussion June 4 at the all-day conference, Los Angeles Printing Sales Club. Other subjects include advertising printing, commercial publication, and label and package printing. Gordon Wiggins, Kellaway-Ide Co., is chairman of the conference.



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NY Lithographers Incorporate

Precision Lithographers, Inc., lithographers and printers, c/o Herbert R. Bedell, 25 Broad Street, New York has been granted charter of incorporation listing capital stock of 200 shares, no par value. Directors are Bernard Berday, Herbert R. Bedell and Abraham Solomon, 25 Broad Street, New York.

Paramount Litho Company, Inc., lithography and photography, New York has been granted charter of incorporation listing capital stock of 100 shares no par value. Directors are Mark Farber, Samuel Bearman and Arthur Burstein, 15 Park Row, New York.

Costello Offset Reproductions, Inc., lithographs and printing, 34 East 28th Street, New York has been granted charter of incorporation listing capital stock of 200 shares no par value. Theresa De Benedictis, Donald A. Neale and John M. Long, New York are directors.

MacLeod Heads Hull Printing

Stanley A. Hull, Sr., retired April 2 from Hull Printing Co., established in Ipswich, Mass., in 1882 by his father. Mr. Hull's retirement culminates a period of 32 years of active management. Assets of the 73-year-old printing and lithographing firm were transferred to Oliver N. MacLeod who now operates the business as president and general manager.

Mr. MacLeod was formerly with Livermore & Knight Co., Providence, R. I., where he was production manager and assistant plant superintendent.

Pyroxylin Changes Eastern Set-up

Eastern manufacturing activities of Pyroxylin Products, Paoli, Pa., have recently been separated from the parent company and organized as Pyroxylin Products Co. of Pennsylvania, Inc. Paul Yoder will head the activities at Paoli. Gene Hollinger, continues as assistant to Mr. Yoder.

In Chicago, Don Getz has been assigned the sales territory comprising Ohio, Indiana and Michigan. George Tomlin in Wichita, continues to handle the Southwest territory. Coordination of sales for both fac-

tories is headed by Charles Fawkes, Chicago.

Direct Mail Day in NY

Six sessions telling how to lower sales costs by using more direct mail were attended by capacity crowds April 19 at the Roosevelt Hotel, New York, sponsored by Direct Mail Advertising Assoc., Sales Executive Club, Mail Advertising Service Assoc., and 29 other groups.

On display during the sessions was the "Best of Industry Campaigns" exhibit.

AIGA Shows Best '54 Books

LITHOGRAPHY was used to produce a great number of well-designed books of all description during 1954. Last month, when the American Institute of Graphic Arts announced its selection of "50 Books" of the year, members of the industry found out how well they had fared.

The handsome catalog of the 33rd annual exhibition, held in the Savoy-Plaza Hotel, New York, shows that nine of the winning books were produced entirely by offset, and eight others utilized the process in conjunction with letterpress.

Litho won another first by being responsible for the exhibition catalog itself—a real honor in such an event.

AIGA members got a look at the books April 5 at a special dinner meeting. The following day the volumes were placed on display at the Metropolitan Museum of Art for a month. Duplicate exhibits have been set up in Boston and Washington, D. C.

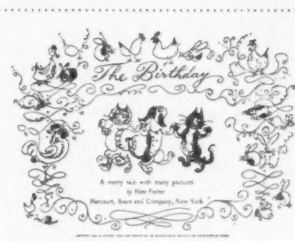
Lithographers who produced or helped produce the winning books, and the titles, follow:

Lutz & Sheinkman, *Basic Ballet*; Graphic Offset Co., *The Birthday*; Philip Klein, *The Eagle, The Jaguar*, and the *Serpent*; Meriden Gravure Co., *Early Victorian Architecture in Britain* and *General Theory of High Speed Aerodynamics*; Murray Printing Co., *From Flintlock To M1*; Hinkhouse, Inc., *How To Build Children's Toys and Furniture*; Murray Printing Co., *An Introduction To the*

London Exhibit July 5-16

Four unique electronic engravers will be shown at the tenth International Printing Machinery and Allied Trades Exhibition, Olympia, London this summer. The Scan-a-Graver, German Klischograph, Swiss Elgama, and the French Luxographer will be on display.

Litho and gravure machines will demonstrate magazine production, and many new papers, inks, type-faces, blankets, rollers and other equipment will be shown for the first time.



Title page from *The Birthday*, by Hans Fischer, offset in four colors by Graphic Offset Co., New York.

Study of Insects and Salads for the Gourmet; B. R. Doerfler Co., *Jack & Charlie's 21 Wine List*; Kingsport Press, Inc., *Lincoln's New Salem*; Haynes Lithograph Co., *Marketing, The Yearbook of Agriculture 1954*; Reehl Lithographing Co., *The Mysterious Leaf, The Road To Mecca* (with some work on this volume by Litho Studio) and *Wonders of the Human Body*; R. R. Donnelley & Sons Co., *Walam Olum—The Migration of the Lenni Lenape or Delaware Indians and Woodland Portraits*.

Judges for the books were Jackson Burke, Mergenthaler Linotype Co.; Walter Howe, R. R. Donnelley & Sons; and Monroe Wheeler, Metropolitan Museum of Art. Dr. M. F. Agha, president of AIGA and Chester Kerr, secretary of Yale University Press, addressed the dinner meeting April 5.

An interesting trend in this year's winners was the appearance of a great number of textbooks, designed to have a real appeal to students of all ages. Lithography was used in several of these efforts.

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Litho Club

NEWS

Twin City

Twin Speakers at Twin Cities Litho Club

A double bill was presented to Twin Cities Litho Club members at the April 7 meeting, at the Criterion Cafe, St. Paul. R. R. Richter, Dayton Rubber Co., talked on "Multi-color Means more Color" and showed a color movie on the Dayco Color Separator for Litho presses. He said that the minimum split for color on presses is 1½" but the most practical split is approximately 3".

The second part of the program was a presentation of the new photo-

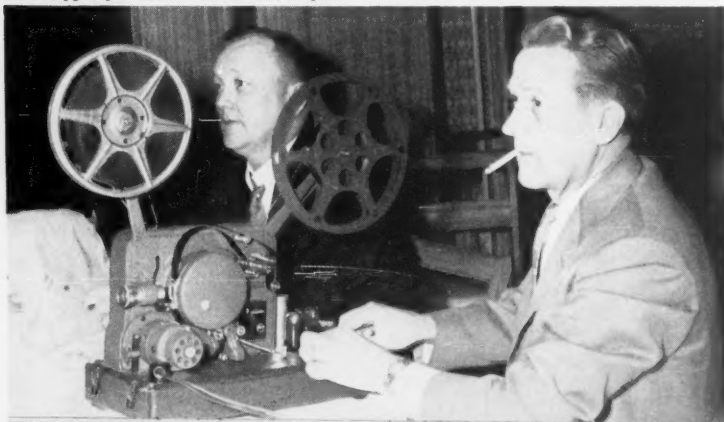
composing machine of Ralph C. Coxhead Corp. H. E. Martin and C. Ballinger displayed various type faces and strips of type photographically set in several type faces.

Representing the Club at the NALC convention in Milwaukee will be Herman Goebel, Barney Skomar and William Marshall.

More than 650 attended the Twin Cities LTF Litho Forum held at the Curtis Hotel, Minneapolis, April 29-30.

Speakers at the Twin Cities April 7 meeting were: (upper photo, r.) R. R. Richter, Dayton

Rubber Co.; (lower photo, r.) Don Ballinger and (l.) H. E. Martin, Ralph C. Coxhead Co.



Conn. Valley

Mason Outlines Camera Problems

Bill Mason, Forbes Lithographing Co., gave the principal talk at Connecticut Valley Litho Club's April 1 meeting, Hotel Bond, Hartford. Mr. Mason, who has been in charge of the camera operations at Forbes in both the litho and gravure field, is a past president of the Boston Litho Club.

The activity year will end with Michael Bruno, Lithographic Technical Foundation, speaking to members May 6, said Frank Holloway, president.

Cleveland

3-Day Trip to Champion Planned

"Go Greyhound" says Cleveland Litho Club in promoting its 3-day trip to Champion Paper Co., Hamilton, O., June 3-5. Busses will leave Cleveland on Friday afternoon, June 3 and arrive in Cincinnati late that nite. Saturday will be spent touring the paper mill. The return trip will be made on Sunday.

Cost of the tour including two nights hotel accommodations and all meals enroute will be \$32.50 per person.

The annual picnic is also planned for June at Sally West Grove, Cleveland, Saturday the 25th. The event has been changed from a stag affair to a family picnic. Prizes will be awarded for competition in planned games.

Kirk G. Brouner, R. E. May Co., was voted an associate member of the club and inducted at the May meeting.

Dallas

Texans Go Fishing

Herrington's Camp, Lake Whitney was the camping grounds for Dallas Litho Club's annual spring fishing trip April 23-24. Signs posted on the roads led members to the fishing ground where boats were rented.

Members heard Max Clampitt, Clampitt Paper Co., speak on printing papers, April 5, at the regular monthly meeting. Mr. Clampitt also showed a movie, "It's Everybody's Business."



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CONDENSED STATEMENT DECEMBER 31, 1954

ASSETS

Cash	\$261,677.33
On deposit with Bankers Trust Company, et al. (Cash in office)	
*U. S. Government Bonds.....	2,827,716.56
(Equivalent to more than 73% at market values of Investment Portfolio.)	
*Other Bonds	302,272.52
Municipals, Rails, Utilities, and Industrials.	
*Stocks	681,225.00
Rails, Utilities, and Industrials.	
Mortgages	32,356.25
First Mortgage Loans on improved New York City real estate.	
Premiums in Course of Collection	282,417.51
Due the company on policies, excluding any premiums on policies more than ninety days old.	
Deposit in Mutual Corporations Reinsurance Fund	73,423.57
On deposit with moneys of other mutual companies for loss in one accident in excess of \$30,000.00 and less than \$100,000.00 (A loss in excess of \$100,000.00 to \$5,000,000.00, is further reinsured.)	
Interest Accrued, Etc.....	28,404.83
Interest earned; Reinsurance recoverable; Cash Surrender Value—Life Policy.	
TOTAL ADMITTED ASSETS	\$4,489,493.57

* BONDS AND STOCKS valued on New York Insurance Department Convention value basis.
\$275,000 Government Bonds included above deposited with the State of New York as required by law.

LIABILITIES

Loss Reserve	\$2,000,611.07
As required by law to meet future payments due or to become due on all claims to date of this statement.	
State Workmen's Compensation Board Expense	131,128.15
Estimated amount hereafter payable to N. Y. State Workmen's Compensation Board for expenses of administering the Law.	
Unearned Premium Reserve	624,456.84
Pro rata portion of premiums unearned on policies which have not expired.	
Other Liabilities	74,056.42
Salaries, Taxes, etc., due but unpaid as of date of this statement.	
Dividend Reserve	106,112.90
To meet future payments as declared on policies expiring up to March 1955.	
TOTAL LIABILITIES	\$2,936,365.38
Special Reserves	
For Compensation Losses in excess of \$10,000 and less than \$30,000	15,211.53
Disability Epidemic Reserve....	15,493.48
Disability Dividends Anticipated	17,390.86
Voluntary Reserve	
To adjust all Stocks & Bonds other than Government Bonds, to the lower of cost or market.....	235,698.21
†SURPLUS	1,269,334.11
TOTAL	\$4,489,493.57

† Policyholder Surplus would have been \$1,553,128.19 with Special and Voluntary Reserves included. New York Insurance Department Basis.

LITHO CLUB GUIDE

BALTIMORE

Norwood A. Heselbach, Secy.
Interchemical Corp.
720 East Pratt St., Baltimore 2, Md.

BOSTON

Thomas J. Cain, Secy.
Hub Offset Co.
175 Purchase St., Boston 10

BUFFALO

Vic Reisch, Secy.
33 Eisman Ave., Kenmore 17, N. Y.

CANTON, Ohio

Jack R. Reinart, Secy.
1012 Maryland Ave., S.W., Canton

CHICAGO

Fred L. Faulkner, Secy.
Chief Printing Co.

CINCINNATI

Peter Schannes, Secy.
Mail-Way Advertising Co.
229 East Sixth St.
Cincinnati 2, Ohio

CLEVELAND

Milton Cornman, Secy.
IPI
1325 W. 73 St., Cleveland 2

CONNECTICUT VALLEY

Charles H. Waterhouse, Secy.
27 Van Ness St., Springfield, Mass.

DALLAS

L. J. Reynolds
6306 Latta St., Dallas, Texas

DAYTON

Richard Clark, Secy.
740 Vine St., Piqua, O.

DETROIT

John Murphy, Secy.
13110 Santa Rosa, Detroit

HOUSTON

D. Burton Pitts, Secy.
61 Riesner, Houston, Texas

MILWAUKEE

Allan N. Williams, Secy.
4463 N. Morris Blvd., Milwaukee 11, Wis.

NEW YORK

Tom Cavallero
Schlegel Litho. Corp.
2nd Ave. & 22nd St., New York
Meets 4th Wednesday, Building Trades Club

ONTARIO

Harold E. Swift, Secy.
179 Bartley Drive, Toronto 16, Ontario, Canada

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street, Philadelphia 6
Meets 4th Monday, Poor Richard Club

QUEBEC

John Martin, Secy.
Gazette Printing Co., Ltd.
1000 St. Antoine St., Montreal, Canada

ROCHESTER

Roy Bippes, Secy.
Box 401, 87 Pleasant Ave., Pt. Pleasant, N. Y.

ST. LOUIS

Walter Blattenberger, Secy.
1310 South Spring St., St. Louis 10, Mo.

TWIN CITY

Paul Rudin, Secy.
Brown & Bigelow
Quality Park, St. Paul 4

WASHINGTON

H. Thos. Driver, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday

NAT'L ASS'N OF LITHO CLUBS

Frank Mortimer, Exec. Secy.
Govt. Printing Office, Washington, D. C.

St. Louis

Gold Inks Discussed

William J. Brunk, general manager, Sleight & Hellmuth, Inc., Chicago, spoke at the April 14 meeting of St. Louis Litho Club, on rolling and suspension of bronze powder in the making of gold ink. After a question and answer period, the 54 persons attending viewed an exhibit showing the use of gold ink on coated and uncoated stock.

May meeting will be closed and no speaker will be heard.

Meetings next fall will include a visit to the Western Printing & Lithographing Co.'s plant in St. Louis, September 1, and a talk by Raymond Blattenberger, Public Printer, October 6.

Washington

Wash.-Baltimore Tee Off

Prince Georges Country Club will be the "battleground" for a golf match between Washington and Baltimore Litho Clubs, May 18. After playing 18 holes, more or less, dinner will be taken at the Club. Tee off time is noon, according to Fred Fowler, Washington Club Entertainment chairman.

Lord Baltimore Man Speaks

Lawrence Littman, assistant general superintendent, Lord Baltimore Press, discussed the evolution of small presses to large ones at Washington Litho Club's meeting April 26. Advance planning needed when going to larger presses and the growth of large presses from the 1920's to the present were detailed by Mr. Littman. He is a past president of New York Litho Club and is now president of the Baltimore Litho Club.

New members recently elected by the board of governors are: L. R. Monroe Biglow, American Security & Trust Co. and J. Gilbert Sangster, Airways Mapping Service, Inc., both active members.

Associate members elected included Lloyd N. Bowden, Bowden Graphic Arts Supply Co.; Arthur J. Clark, Jr., Davidson Corp.; Frank F.

Dougherty, Mid-Cities Litho Service; Harold E. Hackman, Sinclair & Valentine Co.; Robert W. Schacher, Whitaker Paper Co.; Lowell Vick, Frank Parsons Paper Co.; and Carroll M. Wolfinger, Monson, Wash., D. C.

Cincinnati

Summer Excursions Planned

Members of the Cincinnati Litho Club discussed production problems at a closed dinner meeting, April 12, at the Eleventh Frame Cocktail Lounge. Plans crystallized for a large attendance of members at the annual convention of the National Association of Litho Clubs, May 6-7, in Milwaukee.

Moonlight boatripe on the Ohio River, June 4, when officers for the coming years will be elected, and a mid-summer picnic, August 8, are scheduled for this summer. Russell Smith, Tri-State Lithographers, Inc., is chairman of the boatripe arrangements committee, and Ben Smith of the Hennegan Co. directs the committee planning the picnic.

Peter Schannes, Mail-Way Advertising Co., has been appointed secretary to fill the unexpired term of Ralph Eckard, Nielsen Lithographing Co., who has resigned to accept a position in Detroit.

New members welcomed at the April meeting are John Uhl, The Hennegan Co. and Claude H. Congdon, Gibson Art Co.

New York

Dadisman Speaks at April Meeting

New York Litho Club members, meeting at the Builders Club April 27, heard Ted Dadisman, vice president, Printing Developments Inc., speak on his experience in all three printing processes: letterpress, gravure and lithography. Mr. Dadisman, as general manager of Republic Press division, Security Bank Note and Co., Pittsburgh, became the third licensee of Time, Inc. Lithure Plate in 1949. When Printing Developments Inc. was organized by Time Inc. in 1950, Mr. Dadisman was made vice presi-

(Continued on Page 101)

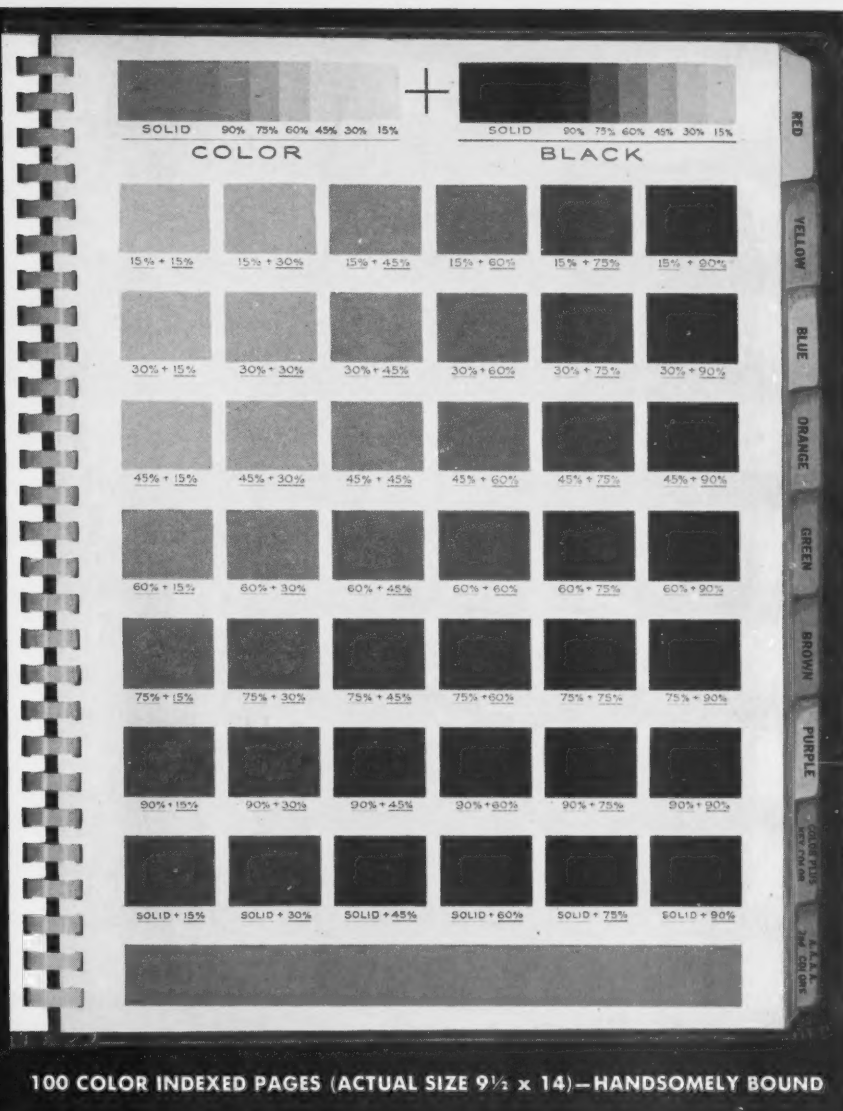
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(Continued from Page 98)

dent in charge of the offset plate division.

The activity year will be concluded with Ladies Night, May 14 at the Biltmore Hotel. Dinner, dancing, floor show, souvenirs, and door prizes have been arranged to provide good-time fare for members and their wives.

Baltimore

Club Visits Parker Plant

After dinner at Francis Scott Key Restaurant, Baltimore Litho Club members toured the plant of Parker Metal Decorating Co., Baltimore, April 19. The company was the subject of the Industry Night meeting in March.

New members accepted at the last meeting of the board of governors were: James Ruberson, Roberts & Porter; and W. W. Temple, Minnesota Mining & Manufacturing Co.

Arrangements for the annual Crab Feast have been made for August 20, according to W. H. Williamson, chairman of the entertainment committee.

Philadelphia

10-Color Offset Press

"A Common impression Cylinder Web Offset Press" was the topic of George R. Brodie's talk at Philadelphia Litho Club's March 25 meeting (see ML feature, p. 34). Mr. Brodie, manager of the machine division, Fred'k H. Levey Co., discussed the special offset press under construction to be used for printing the foreign edition of *Reader's Digest*.

Guests accompanying Mr. Brodie were: Claes Aller of Denmark who developed the Aller-Bi-Metallic Plate; Christen Brandt of Denmark, Aller pressroom superintendent; Bror Rasmussen of Denmark, press engineer for Aller; Frank Bitetto, production manager, International Editions, *Reader's Digest*; and William Raybuck, chief engineer for Levey.

New members of the Club are:

Sidney Maleson, Smith Edwards Co.; Bernard Green, Majestic Press, Inc.; Joseph Schwartz, Westcott & Thomson; and Branin N. Spang, T. A. Winchell & Co.

Haywood to Address TAPPI

The sixth annual Technical Association of Pulp and Paper Industry Coating Conference, May 23-25, Cleveland, will hear Gerald Haywood, director of research, West Virginia Pulp & Paper Co. deliver the keynote address. Luncheon speaker is George Ferguson, president, Watervliet Paper Co., talking on "Coating Frontiers."

High interest has developed in a paper to be presented by Robert Reif, Battelle Memorial Institute, discussing a new electrostatic process to deposit paper coatings in dry form directly on the paper base. General design and operation of the coating unit and nature of processing of coating materials and types of coating produced will be described.

Graphic Arts sessions, starting at 9 a.m., May 25, will cover:

(a) Effect of Various Pigments on Printing.

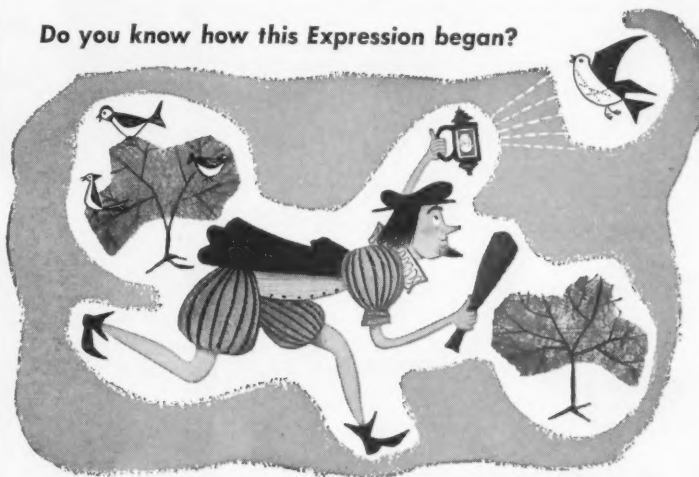
(b) Coated Paper Properties and Their Relationship to Printability and Print Quality in Lithography.

(c) An Approach to the Printability Evaluation Problem.

(d) Effect of Smoothness and Compressibility on the Printing Quality of Coated Paper.

Guided tours throughout the Ohio Boxboard Co.'s mill or through the Glidden Co.'s plant and the Sherwin-Williams Co.'s printing plant have been scheduled for the afternoon of May 25. Trips through Hammermill Paper Co.'s mill in Erie, Pa., the Bettner-Shellmar division, Continental Can Co.'s plant at Mt. Vernon, O., and the Consolidated Paper Co.'s mill in Monroe, Mich., have been planned for May 26.

Do you know how this Expression began?



"Beating around the Bush"...

It dates back to an old English sport called "batfowling." The batfowler, armed with a light and a bat, would beat the bushes adjacent to the bush where the main flock was asleep, to first catch the strays. Hence the expression came to mean approaching indirectly the main objective.

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PHOTOGRAPHIC

Clinic

Q: In making halftones at extreme reductions, how does one compensate for f: values smaller than F90 when the lens diaphragm goes down only to F90? L.J.B., Chicago, Illinois.

A: In either of two ways if your lens is a standard process lens and has a Waterhouse slot in the barrel. The first, and simplest way, is to purchase a Douthitt Rotating Flash Stop (Douthitt Corp., Detroit) to fit your particular lens.

This is a Waterhouse stop with a rotating disc at either end. Each disc has a series of holes of varying diameter, any one of which can be turned into position in the optical center of the stop. Each aperture in this device can be related to a definite f: value either by reference to the chart provided by the manufacturer, by test or by optical computation. The second method is to make a number of Waterhouse stops yourself out of metal, hard rubber, bakelite, etc. In making these you must exercise great care to get holes with sharp, clean edges. Of equal importance is that the holes must be precisely centered with the optical axis of the lens.

Consideration must also be given to the fact that, with multiple element lenses, the effective aperture is not identical with the physical opening. This, obviously, requires computation to establish the hole diameter for a given f: value or, conversely, the f: value of a given opening. Detailed instructions for such computations can be found in most textbooks on photographic optics. Either of the following should provide adequate information for you to

This is one of a series of "Photographic Clinics," consisting of questions and answers covering all phases of photography for lithographic reproduction. Mr. Paschel is a well-known consultant and contributor to this magazine. Subscribers should send questions to

Herbert P. Paschel
c/o Modern Lithography
Box 31
Caldwell, N. J.

proceed. "Photographic Lenses and Shutters", R. W. St. Clair, Little Technical Library, Ziff-Davis Pub. Co., N. Y., and, "Camera Lenses", Arthur Lockett, Pitman Publishing Co., New York.

With either the Douthitt stop or your own make you will not have the smooth continuity of stop diameter that is provided by an iris diaphragm. Thus, with fixed-opening stops there will be many settings where the available stop is a close approximation, but not entirely correct. Such minor differences can be compensated for by suitable adjustments in exposure.

Q: In making screen tints I get a cloudy effect over the whole film and cannot get a perfectly even tint. I have tried different films, halftone techniques and developing methods but cannot eliminate the defect. What is this due to? How can I make even tints? J.E.R., E. Greenwich, R. I.

A: Uneven screen tints may be due to any one of a great number of causes or some combination. It is not always easy to track down the cause especially when two or more causes contribute to the defect. You will have to solve your problem by a process of elimination. Perhaps

By Herbert P. Paschel

Graphic Arts Consultant

the following listing of possible causes and their effects will help you to isolate the particular condition in your case.

1. Lens Flare

Every lens is subject to flare to some degree; older lenses more so than modern optics with anti-flare coatings. In lenses suffering from flare, a certain amount of the light entering the lens is scattered, or misdirected from the true optical path. Thus, light reaches the film in an uncontrolled manner and gives rise to a secondary exposure which is not directly related to the image. In most cases flare will cause an overall veiling but, in some cases, it could produce localized effects. Dirty and scratched lens surfaces accentuate the flare effect. Since flare is more prominent with small lens openings than with large stops, you should check to see if the trouble is worse at small openings. If this proves to be the case then your lens is contributing to the trouble. Also, borrow a lens and duplicate your tests. If the second lens, preferably a modern coated lens, does not produce the cloudy effect in the halftones you can be sure your present lens is defective.

2. Screen Defects

Very often a screen will separate or the cement bonding the two halves will become discolored or cloudy with age. Either condition could be the cause of uneven halftones. Such defects are not always detectable by inspecting the screen. To check for a screen defect make four separate tints, each with the screen rotated



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90 degrees, but with all other conditions equal. If the screen is rectangular or square, merely place the screen in the holder using a different side as the base each time. Mark each test so that you will know the orientation of the test image in relation to the screen position. If the defect shows up in each test and definitely follows the screen rotation, you can be sure the screen is at fault.

3. Uneven Illumination

When the flash sheet is dirty, wrinkled or unevenly illuminated, you cannot expect to obtain even exposure. The same holds true if the sheet is not parallel with the copy-board. Check the flash sheet area with a light meter to see if it is evenly illuminated. Also try making the tints with a flashing lamp to see if this improves the results.

4. Extraneous Light

Light reaching the film other than that projected by the lens can cause a variety of effects. This is usually due to leaks in the bellows, lensboard or other camera part. To check this, inspect the camera carefully. To verify whether or not light is leaking through some part of the camera even though you cannot find such a leak, do the following: Set the camera up as if you were going to make a tint. Expose a piece of film for about four times the normal exposure but keep the lens capped or the shutter closed. If, upon development, there is any trace of an image on the film, light leaks are adding an additional and uncontrolled exposure to that normally provided by the lens. The effects from light leaks can be extremely varied and mystifying. The result may be an overall but uniform fog, an overall fog which varies in strength from side to side or top to bottom, a localized fog which fades off and localized fog of definite shape. Light leaks also cause distorted dots or double dots. (See Photographic Clinic, MODERN LITHOGRAPHY December 1954, Question No. 2). Also check to see if there are any bright reflective surfaces or light sources which are in line with the lens and could thus be the source of extraneous light reaching the film.

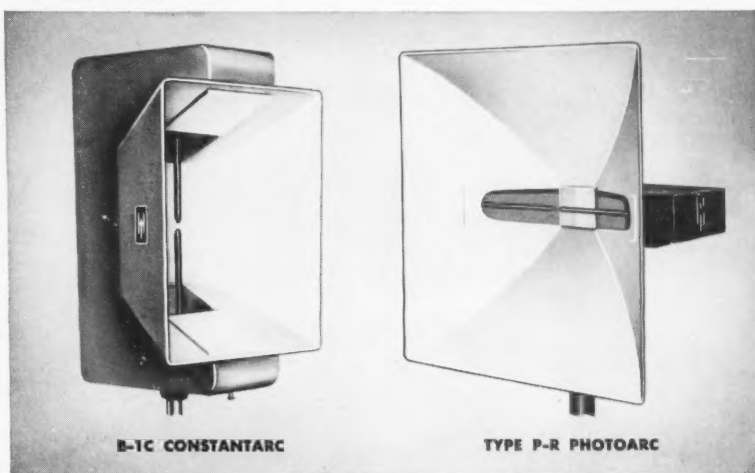
5. Lens Coverage

The image circle projected by a lens is not uniform in intensity from center to periphery. This is an inherent functional condition of every lens. Thus, the extreme margins of the image are not receiving the same exposure as the center. In cases where the exposure is critical, as is the case when making tints of large size, this difference will definitely be noticeable in the negative. If your trouble is predominant at the margins, your lens could be inadequate to cover the

size of tint you are making. The only solution is to get a lens of longer focal length which, inherently, will cover a greater image circle. In this way, for an image of equal area, the difference in light intensity between the center and the margins will be considerably less than with the lens of shorter focal length. (See Photographic Clinic, January 1955, Question No. 3).

6. Incorrect Halftone Technique

When the screen distance, lens



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opening and exposure are not properly coordinated, the halftone results are bound to suffer. But what is most important, such incorrect technique is more likely to exaggerate other defects and errors. As an example, let us assume that lens flare is present to a high degree. If the screen distance is too great and the lens opening very small, with consequent long exposure, the effect of flare will be more noticeable than when the screen-stop relationship is correct. The effect of a light leak also will vary with differences in screen distance. Incorrect halftone technique produces its own brand of troubles plus exaggerating other defects present. This phase of your problem is too complicated to outline in detail here. Your best approach is to experiment with screen distance, lens opening and exposure until you have arrived at the combination which, if it does not entirely eliminate your trouble, will at least minimize it. When you have achieved this you will be in a better position to track down the other contributing or actual causes of your trouble.

7. Uneven Development

There can be no question of the possibility of processing as the cause of uneven tints. As a general rule, however, processing defects would not be consistent nor follow a definite pattern. If, as seems to be the case in your instance, the defect follows a definite pattern, it is not very likely that developing technique is to blame. Uneven development is more likely to be troublesome when a halftone has been overexposed and must be developed for less than the normal time. In such instances the combined effect of a lack of agitation, short development and overexposure would very likely result in a streaky and blotchy negative, especially if the negative dot size is 70 percent or over. An overall fog (veil) could be an indication of developer fog. This would be due to an incorrectly compounded developer, the presence of certain chemicals in the water, exhausted solutions and the like. Try different developers. If the defect is less noticeable with a different developer this may be part of the trouble.

8. Miscellaneous Causes

There are many other possible causes but I shall confine myself to a few known to have been at fault in similar cases. If you are using a stayflat holder you may not be getting the film down perfectly flat. If the film is slightly raised in spots due to inadequate contact this would have two undesirable results. The first is that the raised spots would be nearer the screen and would thus produce a different sized dot than the other por-

tions of the film. The second possible effect would be due to back reflections which, obviously, would show up somewhat differently on the areas not in contact than in the contacted areas. An uneven stayflat surface would produce results similar to those noted above. Film can be fogged inside the darkroom by safelights which are too bright, or transmit light to which the film is sensitive. If the darkroom is too well illuminated by unsafe safelights, the film



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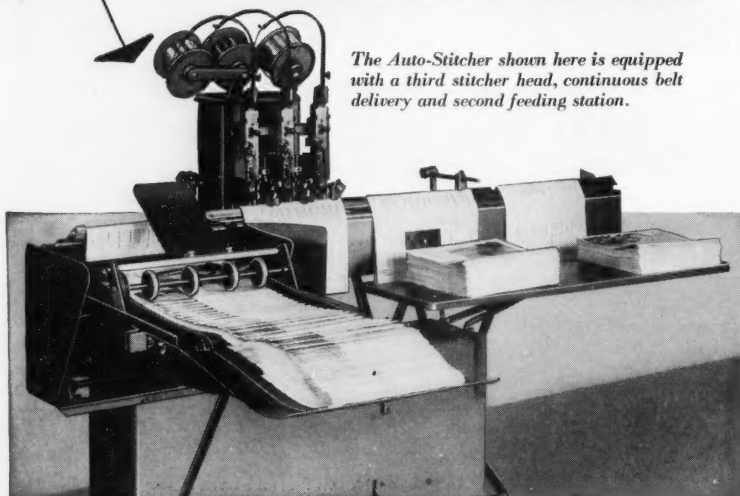
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may be fogged even while on the stayflat during the halftone exposure. In this latter case it is very likely that a pattern would be seen which could be indentified as a shadow image of the pattern in the stayflat layer.

Vacuum and suction film holders have also proved the cause of a variety of halftone blemishes. Irregularities in the surface would, of course, show up in all halftones but not necessarily to the same degree in all tone values. Thus, a blemish from this cause could be extremely troublesome with 90 percent tints and yet hardly be evident at 10 percent. In other cases the reverse would be true. Inadequate suction or vacuum, either as an inherent defect of the system, or due to plugged vents, could cause a film to buckle, flutter, etc., or otherwise not provide uniform and firm contact. Defective pumps sometimes drop in vacuum capacity after they have been operating for a few minutes. In such cases the film would be partially released during the exposure.

This review by no means exhausts all of the causes for halftone defects. It should prove helpful, however, in tracking down the cause in your case.

Suggest Change

After you have isolated and eliminated your present trouble I would suggest this change in making tints: Make a set of tints up to 50 percent tone. From this make a set of contacts. From the contacts make a second set of contacts. The two sets of contacts will give you a master set of tints embracing all the tone values you may need. From these masters make tints by contact as you need them, using a pin-point light source for exposure. By this means you will avoid all of the problems associated with making large uniform tints in the camera. If, for some reason you insist on making tints in the camera, I would suggest you read the article by Bruno and Atkinson in the March, 1946 issue of MODERN LITHOGRAPHY. The authors outline a method which eliminates the lens and uses, instead, a small aperture. Full details are given and are worth trying.★

LITHO PRODUCTION

Clinic

by Theodore F. Makarius

QUESTION: *Enclosed you will find two sample sheets, one from a morning run consisting of about 4000 sheets, and the second from impressions pulled when we resumed printing right after a half hour lunch period. What is responsible for the mealy appearance of the halftones? I take all precautions in the care of my plates and have checked dampers, pressures, form rollers, etc.*

After examining the prints submitted with your letter, I do not feel that all the blame should be placed on "gumming up" prior to the lunch period. On sheet No. 1, the plate gives evidence of a sandy appearance, which I think would have shown up in a short time, regardless of your stopping the press at the noon hour. In my opinion, excess pressure has caused this condition, and I would suggest that you check pressure between plate and blanket.

Gumming the Plate

In gumming a plate, there may be a tendency to sharpen the image, if the gum is sour, or if the image is not sufficiently covered with ink. However, in your case, it looks as though you have used an excessive amount of ink, which further eliminates gumming as the cause for sandiness in the print.

Ordinarily, 4000 sheets would not cause a plate to wear, but when excess pressure is present, a plate could be worn before running 500 sheets. Try reducing the underlay from the blanket to a point where only the high spots take ink, and then gradu-

ally add underlay to the low portions until you have an even print on the entire surface of the blanket. When doing this, you will observe that the spots on the blanket which printed first, or with a minimum amount of packing, are the first areas to show sandiness on the print after a reasonable run. If when following this procedure you find that the high and low spots of the blanket are such that it is difficult to patch or build up only the low areas, I would recommend your putting on a new rubber blanket.

Ink Consumption

Q. Why should there be a difference in ink consumption on a reprint of the same job? Is it necessary for pressmen to alter ink to suit each job?

It has been known to happen that while running the same job on two presses of exactly the same design and under the same conditions, different problems are encountered. The necessity for manipulating inks may be greater on one press than another.

The records on a job of extremely long run, with two presses running the same form for several days, using the same ink, show that one press used 20 percent more ink on a given number of sheets than the other. Since paper and ink were the same, and the color of both sheets matched closely, it was assumed that the same amount of ink would be used on both runs.

In an effort to determine the reason for the difference in ink consumption the pressures of both

presses were checked. It was found that the press which used the greater quantity of ink was running with a very light pressure, while the other was overpacked. The blankets and packing of the presses then were interchanged and immediately the ink fountains had to be readjusted because the difference in color was very noticeable. The print on the press which had the greater ink consumption to start with now was too strong, while the other press printed weak or light in color.

One of the best illustrations of what pressure can do in controlling ink consumption is demonstrated when running a solid on a blanket with swollen portions from a previous image. The fountain is more difficult to set, for the swollen part of the blanket will print darker with a given quantity of ink than the normal area.

Inks Changed

The press with the lighter pressure could run the ink as it came in the can, while the other press needed the ink greatly reduced. The press with the excess pressure had two problems. First, because the excess pressure made the ink appear stronger, it was necessary to reduce the color strength to match copy, otherwise there would be danger of running too thin a film of ink on the rollers. Secondly, the ink had to be shortened so that the sheets would deliver properly and not stick to the blanket.

To go on from here, sooner or
(Continued on Page 117)

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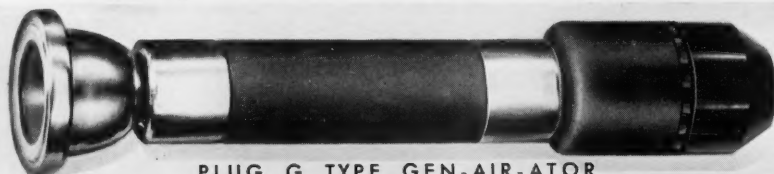
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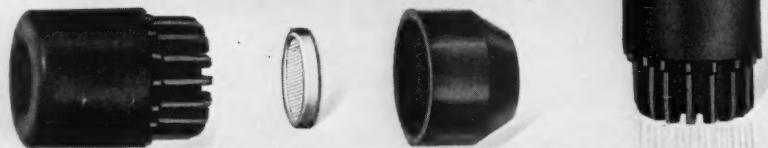
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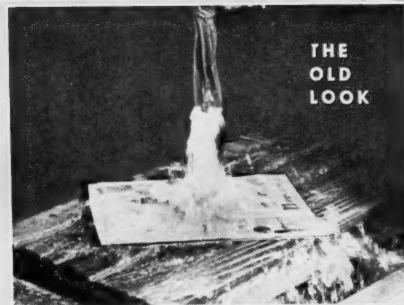
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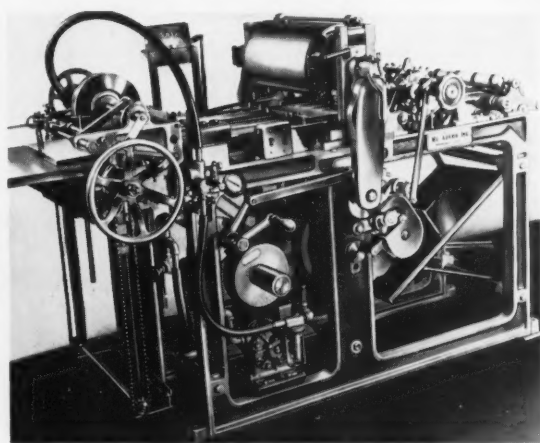
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Printing and numbering bank checks in gangs of 3-6 checks at high speeds can be done with the automatic McAdams Press, according to John McAdams & Sons, Norwalk, Conn.

The press handles pre-lithographed sheets containing 3-6 checks. The pre-adjustment of cams governing the number of checks on the sheet is an instant operation. Only one set-up of type composition is required for the imprinting of checks on the sheet. Numbering heads are changed in the usual manner by hand. The pneumatic high speed feeder capable of a speed of 8,000 impressions per hour is controlled by push button and remote variable speed. An automatic



feeding table maintains the pile of sheets constantly at the feeding point. Sheets are carried into the imprinting and numbering press by tapes and maintained in register by patented rollers.

Other indicated uses of the machine are for personalized imprinting of names such as playing cards, business cards, stationery.

Film Gives Direct Positive

A new film that bypasses photographic processing steps to produce a positive image directly from a negative has been announced by Ozalid, division of General Aniline & Film Corp.

Ozalid reversal foil, can be exposed and developed in seconds in an Ozalid machine and like all translucencies, it can then be used to reproduce any number of Ozalid copies.

Reversal foil (.005" clear cellulose acetate) will give positive reproductions of transparentized photostats, blueprints, and film negatives. Line, halftone, or continuous-tone originals can be copied.

Godfrey Stocks "Cut Lengths"

Godfrey Roller Co., Philadelphia, is offering "cut to length" seamless dampening roller covers made of Aquatex and Dampabase.

They are equipped with grommet or drawstring ends giving the lithographer his preference in fastening the covering.

Press Wash from Sun Supply

A new one-solution press wash, called "Squeaky-Kleen," is now available from Sun Supply Company Div., Sun Chemical Corp.

Squeaky-Kleen is applied to the ductor roll and allowed to run through the press until all ink is

removed. Then, clear water is applied to the ductor roll and allowed to run through the press until the rollers are clean.

Blankets are washed by hand in the usual manner using a cloth soaked with Squeaky-Kleen, and then a cloth soaked with water, the company said.

Jomac to Sell David M Blankets

Jomac, Inc., Philadelphia, has been appointed exclusive distributor in New England for a new line of blankets for offset presses made by Master Products, Inc., Puerto Rico. C. Walker Jones Company, Ltd., and Canadian Fine Color Company of Canada, both of Montreal, have been named exclusive Canadian distributors for the line.

Called David M offset blankets, the new line was developed by Emanuel Gurin, formerly with Rapid Roller Co. Jomac announced that its representatives for the David M blankets in New England will be Charles M. Gibb, Wethersfield, Conn., and Herbert C. Copithorne, Melrose, Mass.

Miller Becomes Overseas Agent

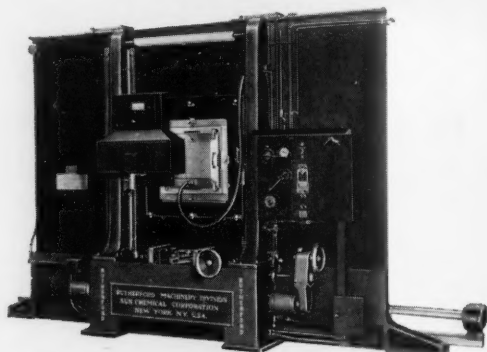
Miller Printing Machinery Co., Pittsburgh, will be licensed to manufacture and distribute equipment of E. O. Vandercook in all countries except the United States and Canada, effective June 1. Vandercook prepress equipment will be manufactured by Miller in Europe, including Vandercook proofpresses, test presses, block leveller, gauges and other equipment.

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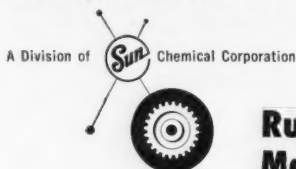


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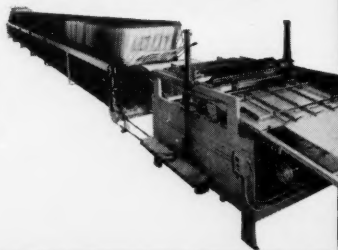
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HORN • HUDSON • WILLEY (paints, maintenance and construction materials, industrial coatings) • WARWICK (textile and industrial chemicals) • WARWICK WAX (refiners of specialty waxes) • RUTHERFORD (lithographic equipment) • SUN SUPPLY (lithographic supplies) • GENERAL PRINTING INK (Sigmund Ullman • Fuchs & Lang • Eagle • American • Kelly • Chemical Color & Supply Inks) • MORRILL (news inks) • ELECTRO-TECHNICAL PRODUCTS (coatings and plastics) • PIGMENTS DIVISION (pigments for paints, plastics, printing inks)

LITHOGRAPHERS... Screen Process Will Expand Your Market!

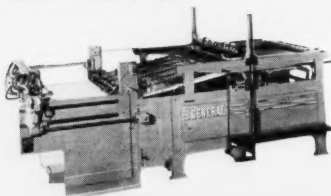


Mechanization of screen process printing has opened new fields for the progressive lithographer. With high speed, automatic silk screen presses lithographers can increase their profit potential. Decals, displays, posters, greeting cards, gift wrap on paper and board—catalog and book covers, fancy packaging, novelties on plastic, synthetics and textiles —are just a few of the things that can be printed with ease on General equipment.



GENERAL SCREEN PROCESS PRESSES

Five models of the General Press are available to take sheets from $3\frac{1}{2} \times 3\frac{1}{2}$ to 38×52 . Speeds range from 800 to 3000 sheets per hour depending on the drying method used. Shown above is a General Model 38 with a M&M Wicket Dryer. Dryer is custom built to any length to provide a specified drying cycle.



Models
32, 38
and
45

CONVECTAIRE DRYER

A new method of drying which utilizes radiant and convected heat. Dryer is a self-contained unit which can be coupled to the delivery of any General press.

AUTOMATIC FEEDERS

Stream and Continuous Feeders are available for all models of General presses. They greatly increase the production efficiency of the press.

**GENERAL RESEARCH AND
SUPPLY COMPANY**
572 S. DIVISION AVE.
GRAND RAPIDS 3, MICH.

photomechanical reproduction, has also been published.

The data book is a revised edition of the first volume published in 1951. It is punched to fit the Kodak Graphic Arts Handbook.

Important change is in the new speed indexes given for each film and plate which are compensated for the ultraviolet absorption of average process lenses. New features are a glossary containing authoritative definitions of photographic terms; a photo material selector which allows the photographer to determine quickly which films, plates, or paper are recommended for twenty processes in line and halftone or in continuous tone work; and a data sheet thumb index keyed to a listing on the back cover.

Robertson "320" Shown

Bridgeport Engravers Supply Co., displayed the new Robertson "320" camera April 18-21 in their Boston office. Described as the ultimate in modern design, the camera features 320 square inches of film size, simplified focusing and operating controls, and compact darkroom design.

nuArc Shows New Products

Clearview glass cleaner and nuArc Static Eliminator are two new products recently introduced by nuArc Co., Chicago.

The glass cleaner comes in a 12 ounce spray can, is greaseless, stain-free, and leaves no film, the company said.

Also marketed in a 12 ounce spray can, the static eliminator produces a fog-spray on feeder board, delivery tapes, jogger boards, stripper fingers, drive belts, press tympan, under packing of cylinders, etc.

Samples of Wood-Grain Cover

Mead Sales Co. has released a new sales portfolio containing samples of cover stocks with five American woods reproduced by photography and special papermaking equipment. Wheelwright Wood Grain Cover in mulberry, cypress, lacewood, pine, and hawthorn is printed in letterpress, offset lithography and screen process in these samples.

Miehle Introduces 38's

Miehle Printing Press and Mfg. Co. has announced the addition of two new machines to their line of offset presses. Miehle No. 38 single color and two color offset Presses, both printing a full 25 x 38 sheet at speeds up to 7000 impressions per hour, will soon be available to the industry.

Carlton Mellick, vice president of sales, said "The No. 38 Offset has been specifically designed as the ideal size for the combination plant. In a short time we will have a two-color press on display in our Chicago demonstration room, and will start making shipments in the fall of 1955."

S & V Has New Color Guide

Sinclair and Valentine Co., New York, has recently made available a new color selector guide of their Zephyr offset inks. The success of Zephyr offset inks has created a demand among lithographers and printing buyers for a convenient color guide showing the more popular colors in this line, the company said.

S & V has produced this new set of color samples in the form of a pocket-sized card providing a selection of twenty-four brilliant colors covering the full range of the spectrum. Colors shown were selected from over seventy-five available in Zephyr offset ink.



with the BROWN LITHO PLATE WHIRLER

● The rugged construction for continuous service and all the latest achievements for precision whirling speed control makes the BROWN WHIRLER a trouble-free profitmaker for years and years. The convenient control panel, at the lower front of the whirler, contains an accurate reading tachometer which allows a steady reading of speed, a motor switch, a heater switch and a pilot light. Immediately alongside the control panel is the variable speed control. Speed of whirler can be varied between 35 and 100 rpm. by a simple turn of the control wheel. Write for FREE catalog of complete W. A. Brown photomechanical equipment.



SIZES:

21 x 25"
23 x 29"
27 x 31"
29 x 37"
31 x 41"
34 x 44"
38 x 49"
41 x 61"
43 x 55"
47 x 55"
51 x 67"
51 x 71"
53 x 77"
61 x 81"



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Stickin' Around with KLEEN-STIK

WHAT'S IN A NAME?

Got a customer who's got a name he wants to *stick* in people's minds? Show him how to stick it *in front of their eyes* at the point of purchase with KLEEN-STIK—the miracle-sticking adhesive. No glue . . . no muss . . . no fuss . . . goes up easy and sticks *tight* on any hard, smooth surface. *Stays* up, to, to deliver jillions of customer impressions. For instance:



HIGH OR LO?

Getting people to call a whiskey drink anything but the time-honored "highball" calls for a large jigger of courage . . . plus a dash of *difference* in your P.O.P. material. But the Sales Promotion "brains" at CALVERT DISTILLERS CORP. did it with this striking "Lo-Ball" piece, silk-screened in Saturn Yellow Day-Glo on shiny blue foil. Backed with peel-an'-press KLEEN-STIK strips, it's easy for salesman or tavern owner to post on back-bar mirror or other surface for *high* (not lo!) visibility. ADMIRAL SCREENPRINT, Chicago, did the dazzling production.



Glow, Little Glow-Ball!

A highball becomes a "Glo-Ball" when made with SQUIRT, says The Squirt Company, of Beverly Hills, you-know-where. HUGH McKEL-LAR, Squirt's Advertising & Sales Promotion Mgr., had the idea carried out in this attractive streamer, featuring glowing red fluorescent to gain attention. And as in so many other Squirt displays, he added KLEEN-STIK strips for extra-easy, extra-effective posting.

Your customers will glow, too—when they see the terrific P.O.P. material you can produce for them with KLEEN-STIK. Back-Bar signs, window streamers, shelf-edgers, bumper strips, and lots more! KLEEN-STIK is available in a wide variety of swell printing stocks—so write for full details, plus the big free "Idea Kit," today!

KLEEN-STIK PRODUCTS, INC.

225 North Michigan Avenue • Chicago 1, Ill.
Pioneers in Pressure Sensitives to the Trade

Recht Publishes New Catalog

Titled, "Over 100 years of Manufacturing Experience are at Your Service", a new catalog has been issued by William Recht Co., New York. The slick-covered 4" x 9" booklet lists products under the following headings:

Art room and platemaking department; press room supplies; small offset press supplies; plate graining department; and Harris lith chemical, sensitized photo-offset plates, sensiplate processing chemicals, and offset duplicator chemicals and plates.

New Hollow Drill Sharpener

E. P. Lawson Co., has announced a new precision hollow drill sharpener built along the lines of a small bench-type machine tool. The device has a "dial" to accommodate hollow drills from one-eighth to one-half inch, graduated by 32nds. To sharpen hollow drills it is only necessary to dial the size of the drill to be sharpened, insert the hollow drill in the holder, and turn the handle.

LTF Publishes "Deep-Etch Plates"

Another booklet in the platemaking series, #806, has recently been published and mailed to members of LTF.

"How to Make and Run Deep-Etch Plates" is divided into five parts: (a) How to make grained aluminum deep-etch plates; (b) How to make ungrained aluminum deep-etch plates; (c) How to handle aluminum deep-etch plates on the press; (d) Deep-etch plates troubles; and (e) How to prepare deep-etch platemaking chemicals for aluminum.

Section four is divided into two parts; troubles in platemaking and troubles in printing from deep-etch plates.

"Surface Plates on Aluminum," #807, will complete the series.

MISTRAL is a new type design being offered by Amsterdam Continental and its distributors. Each type character is identified by a roman letter for easy selection. Sizes are from 12 to 72 point.



Calculator Speeds Camera Work

A plastic-coated exposure calculator which speeds camera operations is being distributed by Di-Noc Co., Cleveland. The cameraman need only refer to the calculator to determine the various "f" stops required for desired enlargements or reductions once he has established a standard time of exposure for copy at same size.

Though designed primarily to eliminate the changes in the time of exposure normally required in camera work, the calculator is also a helpful filter guide with filter descriptions, number and letter references and arc factors and is a reference chart on how colors photograph and the correct films and filters to use for black and white reproductions of colors. A list of correct screen distances conforming to the ratio system of "f" stops for all rulings from 50 to 200 line conventional glass screens is included.

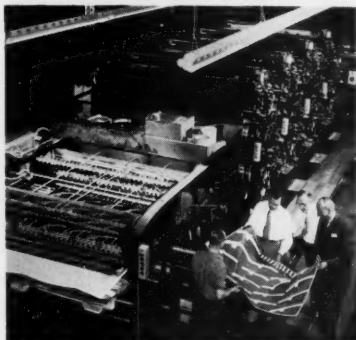
Catalog, Data Book by Kodak

Eastman Kodak's newest graphic arts films — Kodalith Super Ortho, Kodalith Ortho PB (polystyrene base), and Kodak Autopositive (thin base) — are included in a revised, illustrated catalog now ready for distribution. Photographic and physical characteristics of Kodak's graphic arts line of films, plates, and papers, and data on exposure indexes, safe-light requirements, the chemicals needed for processing, and package sizes are shown.

"Kodak Graphic Arts Films and Plates" containing full information on handling and processing light-sensitive photographic materials in

Full Speed for RCS's Big Press

Canada's largest four-color Harris, a recently purchased 52 x 76 inch \$250,000 lithographic press, is now



in full operation at the main plant of Rolph-Clark-Stone, Ltd., Toronto, according to F. Grenville Rolph, president, RCS (right in photo).

Among its Toronto, Montreal and Halifax plants, RCS now has three 4-color presses (52 x 76, 51 x 69 and 42½ x 58½), seven 2-color and many single-color presses ranging from 17 x 22 to 52 x 76.

Lawson Installs 100th Trimmer

The bindery section of Peter F. Mallon Co., Long Island City, was the site of a special ceremony for the installation of the 100th Lawson Rapid 3-Knife Trimmer last month.

Dayton Has Maintenance Manual

Dayton Rubber Co. has prepared a Preventive Maintenance manual for V-belt drives. The booklet suggests:

Look and listen. When a V-belt is not functioning properly the fault usually can be heard or seen. Ticking, slapping sounds mean the belt is hitting the belt guard or some other obstruction. Unless corrected, the rubbing will wear out the belt cover rapidly. Bent or damaged belt guards may be responsible.

When a V-belt squeals or howls, slippage is indicated. The belt is probably too loose or overloaded. To determine if belt tension is right, simply slap it. If it feels "dead," it probably is loose. If it has no "give," it is too tight.

Other warning signs that can be easily spotted include sheave misalignment, worn or mismatched belts, oil or grease on belts, damaged or wobbly sheaves.

Collins to Southern Area Sales

George W. Griffin, sales manager, Eastern Corp., announced the return of Roland S. Collins to the company's sales staff effective March 1. Mr. Collins will headquarter in Atlanta, Ga., and will cover the south and southwest territories. He has been associated with Eastern Corp. since 1916 with the exception of a short interval with Brightwater Paper Co.

Joseph A. Purtell, sales representative of Eastern's Philadelphia office, has been transferred to the New England district.

Nekoosa Distributors Go To School

Fine paper distributor salesmen from all parts of the country will make up the enrollment this year in the third annual "School," conducted by Nekoosa-Edwards Paper Co., Port Edwards, Wis. Two terms in 1955 are scheduled for May 23 and June 13.

The school consists of an intensive three-day refresher course in paper manufacturing and covers all phases of the company's sales policies, advertising and sales promotion programs, detailed study of Nekoosa products, and tours of all company facilities.

HERE'S THE GRAPHIC ARTS SUPPLY STORY

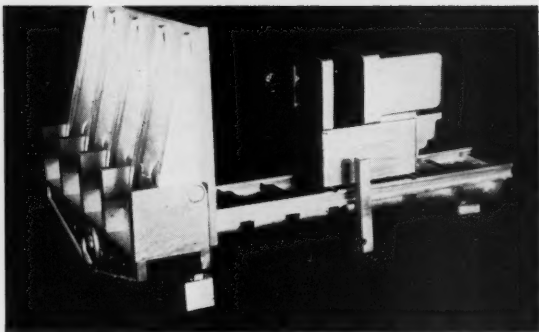
in

1 WORD

From acetate to zinc — from copper to snake slips — you name it and BESCO will supply it. Yes, anything you need for the operation of your plant, you can get from this one reliable source. Complete stocks, fast courteous service from coast to coast, are but a few reasons why more and more engravers and lithographers are coming to BESCO for all of their supplies.

BRIDGEPORT ENGRAVERS SUPPLY CO. BRIDGEPORT 2, CONNECTICUT

BOSTON: 287 Atlantic Avenue • CLEVELAND: 1051 Power Avenue
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Long Submits Camera Entry

Fourth entry in the "biggest camera" competition comes from Long Engineering Research Corp., Linden, N. J. ML showed a Robertson Photo-mechanix Tri-color Model 48 in December, '54; Lanston Monotype challenged the size with their M-H Precision overhead phototemplate camera in February ML (p. 98); Rutherford Machinery Co. got into the fray in April ML (p. 118) with their template camera capable of 20 times reduction and enlargement.

Although Long Engineering cannot divulge the customer or the application, facts on their camera are: bed length, 48"; weight, two tons; con-

densing lens, two, 36" diameter, believed to be the largest ever built; copyboard size, 120 x 240"; film or paper, 10 x 20' held by vacuum.

The camera filled one freight car in shipment and the largest parts were built in a shipyard. The camera was designed and engineered by a lithographic cameraman.

R. Hoe Profits Up

For the six months period ending March 31, R. Hoe & Co. had profits of approximately \$500,000, compared with \$282,000 in the same period last year. Unfilled orders amounted to \$6,590,000 as of March 31, J. L. Auer, Hoe president, said.

This scale model of Long Engineering Research Corp.'s big camera-projector has a stick at the side to indicate height of a six foot man. The bed was sunk in a pit with movable floor boards for focusing.

GPI Plans Big Expansion

General Printing Ink Co., division of Sun Chemical Corp., has announced plans to enlarge its ink plant which now occupies 98,000 square feet on a 10-acre site in Clearing, Ill., near Chicago. Expansion to 123,000 square feet will cost approximately \$350,000, said Ralph C. Persons, president of Sun.

GPI manufactures American, Chemical Color & Supply, Eagle, Fuchs & Lang, Kelly, Morrill, and Sigmund Ullman brand inks.

Graphic Arts Exhibit in Appleton

"The Evolution of Graphic Arts," an exhibit of nearly three centuries of work in the field of graphic arts, was shown by Marathon Corp., Menasha, Wis., at Lawrence College, Appleton, Wis., last month.

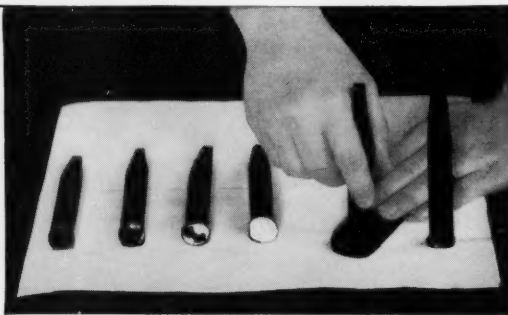
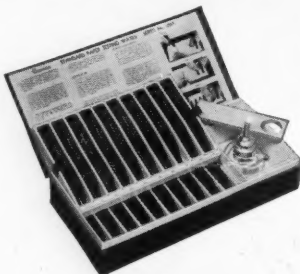
In cooperation with J. S. Mertle, Marathon consultant, the company has selected pieces from Mr. Mertle's library, considered to be the largest private collection on photomechanical and graphic arts procedures in the world.

"Laboratory in a box" pre-tests printing papers

You don't have to wait until a job is on the press to check the quality of the paper. DENNISON STANDARD PAPER TESTING WAXES help cut down costly errors and delays by evaluating the surface strength of the sheet *in advance*. This compact kit gives you all you need to evaluate the degree of sizing, the liability to pick, and the type of failure characteristic of the sheet.

DENNISON STANDARD PAPER TESTING WAXES are prepared under technical supervision with rigid standards of accuracy to insure dependable testing. The complete set contains eighteen sticks of waxes with all accessories. The coated paper series contains twelve sticks plus accessories.

The cost of a complete set of DENNISON STANDARD PAPER WAXES is \$30.00, Coated Paper Series (Waxes 3A to 14A) costs \$24.00. Refill supplies are always available. Instructions included in each kit. Testing method approved by the Technical Association of The Pulp and Paper Industry as Standard Method T459m-48.



Dennison

MANUFACTURING CO., DEPT. ML,
Framingham, Mass.

PLEASE SEND ☐ Free pamphlet with more information.

☐ One complete set of Dennison PAPER TESTING WAXES. Check for \$30.00 enclosed.

☐ Coated paper series (12 sticks). Check for \$24.00 enclosed.

Name.....

Firm.....

Street.....

City..... Zone..... State.....



New Eastern Men for National

National Steel & Copper Plate Co., New York and Chicago, recently announced addition of two sales representatives to service accounts in the Eastern region.

John J. Bucco, formerly associated with Huebner Laboratories, Mamaronck, N. Y., doing photography-demonstration of their Prismatic Color Corrector, will be located in NATCO'S New York office.

William J. Rudloff, prior to joining the firm operated his own trade shop, before that was photo lab chief in the Air Force. Mr. Rudloff will also make headquarters in the New York office.

PRODUCTION CLINIC

(Continued from Page 109)

later the press with the excess pressure will be troubled with greasing caused by both pressure and soupy ink, and this in turn would necessitate increasing the fountain etch. Excess acid in the water may start to attack the image on the plate.★

TRENTON PRESS

(Continued from Page 35)

to formulate the correct ink, installed Sticht brushes March 15. Along the way he worked with Sinclair & Valentine Co., Fred'k H. Levey Co., and

I.P.I. Ink Co., to remove static and infrared heat for ink drying.

Ideal Roller & Mfg. Co., Long Island, N. Y., furnished specifications for rollers, 88 of which were recovered or regrooved.

Speeding up production to 12,000 impressions per hour still was one of the problems facing Mr. Strauss last month when MODERN LITHOGRAPHY viewed the press in operation. At that time it was turning out 5,000-I.P.H.

Mr. Strauss now is manager of the Color Printing Division of the Trenton Times. Although he worked long and hard to put the Trenton press in shape to handle commercial work, he gives most of the credit to the dry offset process, which he advocates strongly.

"There is nothing like the process," he declared. "There is no ink waste such as in wet offset or letterpress—you get 100 percent transfer of ink. Pressmen need not be so skilled in making ready as in conventional offset, or letterpress.

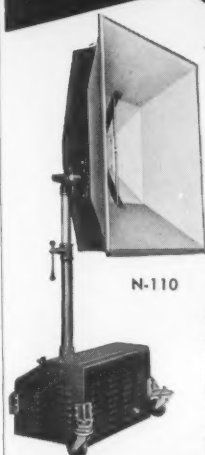
"There is no ink fill-in with dry offset," he continued, "and the life of the engraved magnesium plates is indefinite."

Judging by his experience with the process, Mr. Strauss makes these recommendations to other dry offset users: blankets should be hard and smooth, with a Durometer reading of 78/80; ink should be of strong pigmentation, fast-drying and non-tacking; form rollers should give a "kiss" impression to the plate (an impression line of 1/8 in. or less is desirable); and pressure between plate and cylinder should be .002.

In addition to the double-four color work, the Color Printing Division of the Trenton Times supplies dry offset plates to the trade. These plates are either .025 or .016 magnesium and include line, halftone and combination in black and white or color, and color process work, in sizes up to 48"x72."

But right now all the attention is on the big eight-color press, which has been widely known and widely discussed in the litho industry for so many years.★

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Superior performance is at your command in any of the 3 popular nuArc Arc Lamps. Proven performance over years of continuous use. Better halftones, better images, better runs, all these and many more advantages are yours.

Greater economies possible too. See and try the nuArc Arc Lamp that is best for your needs.

N-110—7000° KELVIN TEMPERATURE, 15 amp. draw

N-50—7000° KELVIN TEMPERATURE, 7 amp. draw

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Make pre-sensitized plates in 20 to 90 seconds.

The **RAPID PRINTER** with genuine Enclosed Carbon Arc System



Choose from 3 models that handle plates from 12 x 16" up to 17½ x 22½". Genuine carbon arc-vacuum printing frame system assures large plant quality and production economies. Your choice of 3 popular models.

RP-21 Floor Model—Plate Size 17½ x 22½"

RP-17 Floor Model—Plate Size 14 x 20"

RP-13 Table Model—Plate Size 12 x 16"

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- SAFE! Will not damage rollers or plates. No harmful, toxic fumes; has a pleasant odor. High flash-point meets safety requirements.

GUARANTEED . . . OR YOUR MONEY BACK

Order a gallon can today, only \$3.50 . . . try it on your presses. If you are not completely satisfied, return the unused portion and we will refund your money. Available in 1, 5, 30 and 50 gallon containers.



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ALUMINUM PLATES
UNGRAINED-GRAINED-REGRAINED



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Brooklyn 22, N. Y.

WEB OFFSET

(Continued from Page 45)

sales division: Kodak Photo Resist, by L. E. Goda, Jr.; magenta contact screens, by Chester Nowak; and Auto-Positive film, by R. D. Schulz. Films and slides were used to describe the products, which were shown to have many applications for offset.

At Rochester Institute, the group learned about the program of education, research and information and about the double-four color web press used for tests in the field. Dr. Mark Ellingson, president of RIT, asserted that the graphic arts industry has been notably lax in spending money for research. He went on to request financial aid from the industry to help the Institute continue its program.

"If industry companies would contribute one-tenth of one percent of their earnings to the Institute," he stated, "RIT would have \$8 million a year for research." The president praised the work of the Web Offset Section and, at a discussion period following the tour, urged the group to call on RIT for help in the future. Tentative plans were made for a Section seminar at the Institute each year.

A regular mid-year meeting of the web offset section on the last Thursday and Friday in April was voted, and plans were made for a section meeting at the annual PIA convention in Atlantic City in October.★

TRAVELING SALESMAN

(Continued from Page 38)

Q. Do airports charge to land?

A. Only a very few airports, usually those in the highly congested traffic areas of the large metropolitan cities, charge to land, and then only a very nominal fee. About 99 percent of the airports have no landing fee.

Q. Do I have to know a lot about radio and instruments?

A. If you can talk on a telephone,

you can talk on a radiophone. Your instructor will quickly get you your radiophone permit and teach you the few fundamentals of when and how to use your radio.

Q. What about insurance?

A. Most companies carry only liability and property damage on their airplane. Usually \$25,000 per seat passenger liability and \$50,000 property damage is established on the basis of the cost of your airplane. So far as your own personal life insurance is concerned, old-line companies are gradually coming to the realization that it is safer to fly than drive, and one large insurance company writes up to \$20,000 to pilots at a rate even lower than the old-line companies. This company started with a limit of \$5,000, and within a period of about five years, because of the very excellent casualty record, increased the insurance to \$20,000 with no increase in rate.

Q. How can we depreciate the capital investment?

A. If used primarily for business, it can be depreciated over a four-year period.

Q. How long would it take me to learn to fly and what would it cost?

A. If you are a reasonably intelligent male or female, between the ages of 16 and 76, you should solo in from 10 to 15 hours, depending upon the aircraft, the instructor and you. The cost, if you own your plane, would be \$4 to \$5 per hour for an instructor, depending upon local rates. If you rent both plane and instructor, it would be approximately \$12 per hour in a two-place trainer. In some cases operators who sell an airplane will solo the purchaser free. After you have soloed, an additional 35 to 40 hours would be required to get a private license so that you could carry guest passengers anywhere in the United States, Canada, or Mexico.

All of these questions could be better answered by your airport dealer or operator, who would be in a position to analyze your transportation needs, suggest the type plane best suited to your requirements and get your company started properly in this new phase of business travel.

Time and ability are man's two

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best tools. If he has the ability but not the time, he quickly reaches an impasse. By moving into this new realm of time-saving air transportation, he can, within his immediate future, avail himself of thousands of additional precious hours that can mean more income, greater achievement, and more leisure hours.★

TAGA

(Continued from Page 66)

Beckman, Kimberly-Clark Corporation, Neenah, Wisconsin.

The problems associated with the drying of printing inks on paper have long been recognized. Here reported are laboratory methods used to study the drying behavior of a variety of letterpress and lithographic inks printed on coated book papers. Ink drying tests of a survey nature have been run with a coded series of commercial papers and inks representing types widely distributed among printers at the present time. Such data provide orientation for the design of

suitable ink-paper tests which are to establish the commercial acceptance of the paper, for example.

Treating either the ink or paper as the fundamental variable, relative drying behavior is established using the I.G.T. Drying Time Recorder, which gives a continuous time record of the ink set-off from a wet print. The optical density of ink transferred from the print to a standard reference surface is taken as a measure of drying.

Printing under standard conditions is accomplished with a bench instrument somewhat similar to a proof press. Such bench tests are supplemented by data for the same paper and ink combinations printed with commercial type offset and letterpress equipment. All tests are run under controlled conditions of temperature and relative humidity. Delivery pile drying is compared with drying for single sheets exposed to free air circulation.

It is found that a very broad range in drying time results when a given paper is printed with several inks of

the same general type under the same conditions. The thickness of the printing film has a critical effect on the observed drying time. Experiments are included which demonstrate the influence of temperature, relative humidity, paper moisture content, and offset press fountain solution on the ink drying behavior of given paper and ink combinations. In general, the merits of a given ink-paper combination must be established in terms of specific job requirements.

20. *A Review of Dampening Systems For Lithographic Presses.* W. H. Wood, Research Laboratory, Harris-Seybold Company, Cleveland, Ohio.

For almost one hundred years inventors have been attempting to improve upon the molleton dampening system used on lithographic and offset lithographic presses. A number of inventions for press plate dampening are reviewed, and some recent devices are described. A list of required and desirable characteristics for a dampening system on a modern offset litho press is proposed.★



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Letters To The EDITOR

Sirs:

I have just read with real interest the news story and the fine editorial in the February issue of **Modern Lithography** concerning reductions in offset prices in the Government Printing Office, and the return of \$3,000,000 to the U. S. Treasury.

The support which **Modern Lithography** has given to our program has been a source of real encouragement and inspiration to everyone in the Government Printing Office, and I want to express my appreciation.

Sincerely,

ROY B. EASTIN.

Executive Officer
U. S. Government
Printing Office
Washington, D. C.

Sirs:

We are interested by an article that appeared in the February issue of **Modern Lithography** "Color by over-printing" by Mr. Donald E. Cooke.

Can you tell us where to buy his book on the subject and what is the price of it. **Jacques Therien.**

THERIEN FRERES Limitée
Montreal 14, Canada

The book is scheduled to be published Sept. 1 by John C. Winston Co., 1010 Arch St., Philadelphia 7, Pa. It will be priced at \$25 a copy.—Ed.

Sirs:

We are interested in getting further details after reading your article in **Modern Lithography**, January 1955, Page 38, headed "3-Colour Offset." Would it be possible for you to help us in this matter; if not, perhaps you could advise us where we could apply for further information. We are especially interested in the Photo-mechanical side of the operation with details of plant required and approximate price, also in the application of the pin registration system.

If you can help us with this information we would be extremely grateful.

H. M. Swan

The Swan Press Limited
Johannesburg, South Africa

Several readers have requested this information. Further details on this process and its application can be obtained by writing to David O. Johnson, Princeton Polychrome Press, 8 Charleston St., Princeton, N. J., or to Eastman Kodak Co., Rochester 4, N. Y.—Ed.

Sirs:

Can you give me some data as to the color testing material in the story by Don Macaulay on page 61 of your March edition. I would like to have the name and address of any organization from whom we can obtain the details and cost data as to the equipment and instructions required for this testing procedure.

Sam Weil. Vice-President
Keller-Crescent Co.

We suggest readers contact Donald Macaulay at Paper Quality Control Inc., Hardscrabble Rd., Chappaqua, Long Island, N. Y. for information on equipment and instructions required for testing color aptitudes. Readers might also contact Daniel Smith, chairman of the TAGA Color

Committee and a delegate to the Inter Society Color Council. He is with Interchemical Corporation, Printing Ink Division, 67 W. 44th St., New York 36.—Ed.

Sirs:

We have for some time been contributors to your magazine which is received here with the greatest interest, and we are approaching you now in the hope that you may be able to help us.

We have produced lately a large selection of high class printed fancy tins for such custom as the sweet and biscuit trade, these having the lids printed in six colours. We are proud to say that in a recent issue of the South African "Typographical Journal," the editor stated that our printing was the best he had seen in this country and was equal to world standard. You will understand that we are very anxious to maintain this standard and the only problem which we have is the difficulty of finding suitable designs for our containers. You will understand that it is a common customers' reaction when design is mentioned for the customer to say "I have no ideas on this subject—submit pictures and I will tell you if I like any of them."

Customers are particularly impressed by colour transparencies which should by preference be of the size of approximately 9" square, as the transparency loses sharpness if it has to be enlarged to any extent. We find it difficult in the extreme

to get anything suitable in this country and wonder if you are able to recommend or put us in touch with some firms in America who would be prepared to send us transparencies from which we could select those we are prepared to purchase. It may be mentioned here that scenes which could not be indigenous to South Africa are not acceptable to our customers, and therefore designs showing ice or snow, bears, or other flora and fauna not found in this country would not be suitable.

Hilliard Edelstein,

Director
Main Tin Manufacturers, Ltd.,
244-50 Gale St.,
Durban,
Union of South Africa.

Azoplate Names Technical Man

M. L. Horton has been appointed technical representative for Azoplate Corp.'s New York metropolitan area. Mr. Horton has had experience with the Engineer Research and Development Laboratories, Fort Belvoir, Va., and is a member of the Washington, D. C. Litho Club, Buffalo Litho Club, and Buffalo Club of Printing House Craftsmen.

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GUEST EDITORIAL

(Continued from Page 33)

tive to a preliminary meeting or meetings.

3. From this group elect temporary officers, (president, vice-president, treasurer and secretary.) A temporary board of governors also should be appointed. Most clubs have from 10 to 15 on the board, including the officers. It is now necessary to establish a rate of dues, meeting place and date of meeting.

4. Circulate application blanks for membership to the men who are eligible to join the club. At this meeting the temporary officers usually are elected to serve for at least one year.

5. The president should appoint a committee to draft a constitution, which should be ratified as soon as possible by the membership.

6. Your club now is eligible to apply for membership in NALC.

The National would like to give you a helping hand in forming your new club, and other established clubs also will help. In many cases a group of representatives from the nearest club will be glad to visit with you at your preliminary meetings and discuss the method of organization. Belonging to NALC also has many benefits. The club program chairman benefits from NALC tip sheets sent to all clubs, which contain suggestions on available speakers, film presentations and other program ideas. The Lithographic Technical Foundation, and many suppliers send technical literature to keep litho club members advised on the very latest in the industry.

In the years ahead, the National Association of Litho Clubs hopes to increase the amount and quality of the technical literature

available to litho club members. There are many other plans for the future which it is hoped may be accomplished on the limited budget of NALC. Operating funds come only from the 50 cents per member tax which each litho club contributes yearly to the National. In the past, much has been accomplished on this small treasury but it is felt that the future will see greater benefits.

One of the matters considered at the Council of Administration meeting in Chicago last January, was the proposal that NALC do more to advertise itself. This suggestion met with instant approval and it is assured that many forms of advertising for the association will be forthcoming soon after the Milwaukee convention. A look at the future must convince us that the litho club movement is growing with leaps and bounds. It is important that local clubs participate to a greater extent in NALC to assure this growth. Take

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part in NALC and you will find it is an organization established to fill the gap between the large company organizations and the man in the shop. Many men are trying very hard to accomplish these ends. If you will help them with your ideas, suggestions and material contributions, the NALC can only move ahead.★

NALC

(Continued from Page 39)

known in the industry, to show lithographers throughout the country the advantages of membership in both local litho clubs and the national organization. (See guest editorial by Jack Blades, NALC president, page 33).

Roy W. Tenge, of the Milwaukee club, general chairman of the convention, said his committee had completed the program, which features Charles A. Conrard, personnel director of Western Printing and Lithographing Co., Racine, Wis., who will talk on work simplification.★

Litho Club Presidents

BALTIMORE

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BOSTON

George Nicolaides

BUFFALO

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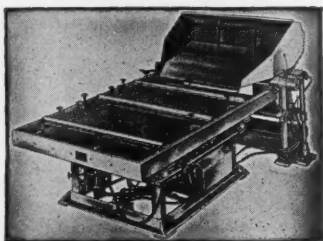
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LEVEY 10-COLOR PRESS

(Continued from Page 34)

years ago to solve the *Digest* problem. After some preliminary experiments had failed, the companies arrived at the common impression cylinder as the answer. Levey built the special dryer needed for such a press and shipped it to Aller in Denmark along with necessary ink. Favorable results at Aller at a 700 ft. per min. speed clinched the idea.

Aller Joined Levey

Aller built several parts of the new press and came over to Levey to assemble it and make final tests. Christian Brandt, Aller's pressroom superintendent, and Bror Rasmussen, press engineer, attended the Philadelphia meeting, along with William Raybuck, chief engineer for Levey, and Russell E. Hinds, Philadelphia sales manager. Also on hand were Frank Bitetto, production manager for international editions of the *Digest*, and English and French representatives for RD.

Mr. Brodie explained that the press

weighs between 175 and 225 tons, that it has all steel 5" frames and that modern gears and bearings make possible the high operating speed.

He noted that a French company is building a press like it, but twice as big, to publish the *Digest* in that country. Still another unit is scheduled for England, to be used in publishing RD Book Club selections and McCall pattern envelopes.

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Other important features of the Levey press are these:

1. Side and circumferential register can be adjusted while the press is in motion.
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4. Thicknesses from Bible stock to 10-pt. cardboard can be printed. This is accomplished by using steel plates of various thicknesses around the impression cylinder in conjunction with the various weights of stock.

Club president J. Leonard Starkey, Edward Stern & Co., welcomed a 12-man delegation of visitors from the Baltimore Litho Club. Another guest was Robert Harrison, vice president of the Graphic Arts Supplymen's Guild of the city. New club members include Sidney Maleson, Smith Edwards Co.; Bernard Green, Majestic Press, Inc.; Joseph Schwartz, Westcott & Thompson; and Branin N. Spang, T. A. Winchell & Co.★

Ad Execs Plan Int'l. Meeting

An International Meeting of Advertising Agency Leaders, the first such meeting to be held, will be sponsored in April-May, 1956 by the American Association of Advertising Agencies.

Executives of advertising agency organizations will be invited from more than forty countries throughout the world. Events of the International Meeting will take place April 23 to May 4, 1956, in New York, Washington, White Sulphur Springs, W. Va., and possibly other cities, it was announced by Henry G. Little, Campbell-Ewald Co., Detroit, newly elected chairman of the A.A.A.A. board.

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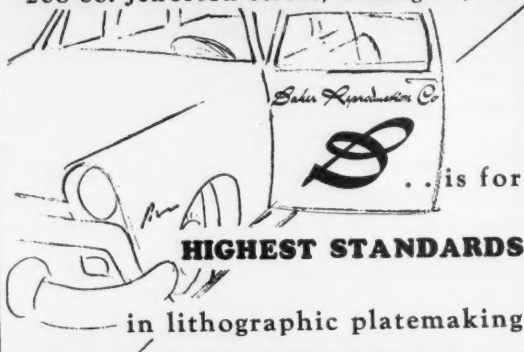
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TECHNICAL SPECIALIST: With outstanding record of achievement as technical advisor. A unique background of practical experience in lithographic production, trouble-shooting and trade-training. Interested in responsible position with progressive plant involving technical supervision and in-plant training. Would also consider commensurate position with supplier or equipment manufacturer. Address Box 685, c/o Modern Lithography.

PLATEMAKER-STRIPPER. Now employed desires to change. Twenty years experience. Color black and white. Good craftsman and best of references. Address Box 698, c/o Modern Lithography.

For Sale:

BUY—Surplus printing presses, equipment, supplies, hundreds other items direct from U. S. Government. Surplus Bulletin \$1.00. Box 169CE, East Hartford 8, Conn.

FOR SALE—Small offset printing plant. Completely equipped. Located in Southwest Florida. Address Box 692, c/o Modern Lithography.

FOR SALE—Christiansen High Speed Bronzer, size 44x67. In excellent condition. Address Box 693, c/o Modern Lithography.

FOR SALE—Levy 31½" circular, 133 line per in., Half-Tone Screen, in perfect condition. Goetz, Artar 19" Colorcorrected Lens, New. Installing larger Camera, must be sold. Name price. Address Box 694, c/o Modern Lithography.

FOR SALE—Flat and Artwork Cabinets. All sizes. Write for literature. Foster Mfg. Co., 210 N. Broad St., Phila., Pa.

DU-FA Offset Proving Presses made in 5 sizes

Hall Graining Machines, built in several sizes

Hall Litho Presses and Parts

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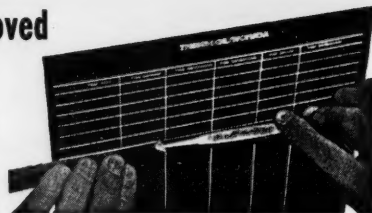
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Ruling Negatives



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- ★ Perfect uniformity of rules—no film spoilage.
- ★ 6 cutting heads in set: 4 for single rules from hairline to 1-point rules; 2 cutting heads for double rules.

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Why turn down this profitable business? We can make inexpensive machine run dye transfer color prints from your own transparencies or art work. Accurate color reproduction. Any quantity 12 to 500 copies. Sizes up to 30 x 40 in. Fast service.

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- Sales Portfolios
- Displays
- Sample Packaging
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- Full Color Blow-Ups
- Display Pictures

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168 N. Michigan Ave., Chicago (1), Ill.

FOR SALE—S & S Offset Proofing Press, Model DU-FA No. VII—with motor driving cylinder carriage and automatic inking and dampening system, complete with electrical equipment—3 Phase—220, with extra rollers. Size of Printing Area—39¼ x 55½; Plate size—46¾ x 55½; Paper size—40½ x 56½. Has had very little use—make offer. Address Box 695, c/o *Modern Lithography*.

FOR SALE—Harris 145, 35 x 45 single color with complete electrical equipment 220 volt, 3 phase, 60 volt A.C. as is—new 1950. Replaced by larger press. Address Box 696, c/o *Modern Lithography*.

FOR SALE—Offset Plate Racks. All sizes. Write for literature. Foster Mfg. Co., 210 N. Broad St., Phila., Pa.

FOR SALE—Model 145 Harris LSS 35x45" new 1948, cleanly maintained, being replaced with new Miehle Two Color. A.C. 60 cycle electrical equipment, wash-up, standard accessories. Located at plant of Abbott, Kerns & Bell, 338 NW 9th, Portland, Oregon. Type & Press of Illinois Inc., 3312 North Ravenswood, Chicago 13, Illinois.

For Sale:

HARRIS offset press, 21 x 28, late model, AC motor, practically new. Address Box 699, c/o *Modern Lithography*.

FOR SALE: Levy Screens; 10x120—150 line, 8x10 and 10x12x175 line, 33" Zeiss Apo Tessar Lens—substantial discounts. Gelb 50 and 75 Amp. Overhead Printing Lamps. Singer Engineering Co. for complete plate making equipment, 248 Mulberry St., New York, N. Y.

WILL SACRIFICE — 41x54 Miehle Two-Color Offset Press completely overhauled 3 years ago, used very little. AC electrical equipment, Dexter Feeder, High Extension Delivery, Serial over 18000. Will accept best offer over \$14,000. Terms may be arranged. Address Box 700, c/o *Modern Lithography*.

LITTLE CHIEF OFFSET PRESS—less than 2 years old. Used very little. \$4,500 loaded on truck. Latmer Printers, Pittsburgh 6, Pa.

VARNISHING MACHINE — Golden Gate with Dexter Cross Feeder. Handles

58" sheet. Reasonably priced. Consolidated Coating Corp., 1701 West Pico Blvd., Los Angeles 15, Calif.

Miscellaneous:

COLOR separations for process offset: Halftone positives, negatives made electrically controlled color corrected including dot etching, as low as \$99.00 a set, up to 3½ x 5½ size, made in all sizes, proofs available. Color copper cuts for letterpress: Color corrected copper plates including progressive proofs in all sizes up to postcard size for only \$99.00—quick service. Send for free samples and price list "4." Moss Photo Service, Inc., 350 West 50th Street, New York 19, N. Y. Serving accounts "to satisfy" from coast to coast since 1935.

J & O Absorbs Electromatic

Effective April 1, Electro-Matic Engraving Co., became a division of Jahn & Ollier Engraving Co., Chicago manufacturer of four-color offset plates. Electro-Matic will continue at its present quarters, 10 West Kinzie Street, Chicago.

Don Sutte, Electro-Matic vice president, was named a vice president of the combined operations.

Repro Graphic Machines Moves

New address of Repro Graphic Machines, importers and general representatives for the photo-mechanical equipment made by Klimsch & Co., Frankfurt on Main, West Germany, is 180 Varick St., New York. Distributors of Klimsch cameras in the

U.S. are: Harold M. Pitman Co., Bridgeport Engravers Supply Co., California Ink Co., General Plate Makers Equipment Co., Philip Lochman Co., and E. T. Sullebarger Co.

Offset Scores in AIGA Contest

Winning entries in the 1955 Design and Printing for Commerce Exhibit sponsored by the American Institute of Graphic Arts were announced April 18th at the initial showing for AIGA members. Analysis of production data in the AIGA Catalog shows that 116 of the 183 winners were produced in whole or in part by offset. Of these, 102 (54 percent) were done entirely by offset and offset was used for 43 to 45 percent of the winners. Of the 75 winners produced by New York City offset plants, 40 percent were done by Metropolitan Lithographers Association Members, the Association Bulletin states.

In the 1955 A.I.G.A. Children's Book Show (winners were announced by A.I.G.A. earlier in the year) 71 of the 84 winners were produced by offset, the Bulletin continues. In this exhibit MLA members did 62 percent of the 43 books produced by New York City lithographers.

Printing Seminar Notes Available

The Printing Processes Seminar of the 16th Annual Forum of Packaging Institute, New York, is now available as a separate document at \$2.25 a copy. This Seminar is a stenographic transcript of the talks originally published in the Proceedings of the 16th Annual Forum.

Frank W. Cray, chairman of this Seminar and vice president, Printing Ink division, Interchemical Corp., said that this is the only complete printed exposition of the merits of each of the four methods of package printing. Subjects covered include:

Letterpress Carton Printing, Walter E. Sooy; Letterpress Label Printing, W. W. Fitzhugh, Jr.; Lithographic Carton and Label Printing, Wm. B. Banks; Gravure Carton Printing, B. W. Mills; Rotogravure Film Printing, Arthur Snapper; Flexographic Film Printing, M. L. Kimmelman; and Flexographic Carton Printing, A. J. Kansteiner.

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What Do Lithographers Read?

MAGAZINES explaining how to run a better butcher shop? Magazines about axe-grinding or quoit manufacture? . . . hardly!

- No, in this age of specialization, when lithographers want to read something about the lithographic business, they know they can find what they're looking for in a litho publication. Not a letterpress magazine, mind you, but a *litho* magazine!

- Not a magazine that is just *partly* about lithography — and partly about another field — but one that devotes 100 percent of its editorial attention to litho subjects. No wading through page after page to pick out an occasional item or article of interest.

What's All This Talk About "Combination Shops?"

THIS reading pattern follows through, whether it's litho personnel in combination plants or those in plants turning out lithography exclusively. For the litho departments of combination shops are staffed by lithographers — not letterpress personnel — and their reading habits don't change just because they happen to be doing their job in a building that also houses a letterpress printing plant.

- Historically, the lithographic industry has always had its own separate work staff, its own trade associations, its own research institute, just as lithographic workers have always had their own separate union and their own strong pride in their craft.

- So when you hear these sales stories about how you can cover both litho and letterpress fields in one publication, be a little skeptical. Could it be that this sales story is based primarily on a natural desire of the letterpress publications to share in the steadily rising prosperity enjoyed by lithographers and their suppliers?

- Claims alone don't change established reading habits. The fact is that lithographers don't read letterpress magazines to any substantial extent, any more than letterpress printers would be inclined to concentrate their reading in litho publications.

- And if the letterpress magazines do have any substantial readership among lithographers, no audited circulation figures have ever been cited to support this claim.

- So, if it's lithographers you want to reach — in combination shops, or in straight lithographic plants — we would recommend concentrating your advertising in a magazine *serving lithographers exclusively*. The top publication in this field, of course, is

Modern Lithography
Box 31 Caldwell, N. J.

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Tale Ends

GET occasional complaints on faulty trimming? A salesman we know has an effective way of answering them. He carries a dollar bill that was really badly chopped up in the trimming operation. Explains that this is an example of what can happen on even a really high priced printing job—a dollar for a single 2½x6" note—and what, by the way, does his customer expect at four bucks a thousand?

ml

Bud Hoover, vice-president of NAPL, had his first opportunity to preside at an NAPL board meeting at the two day session held at Hotel Statler, New York, April 15 and 16. Rex Howard, NAPL president, was unable to be present as he had left April 12 for Europe, accompanied by Mrs. Howard. Rex, one of the industry's most air minded executives (See pages 36-38) flew to Europe on Pan Am to check up on what is new in European developments in litho equipment.

ml

Getting the travel fever, Bud left late on the 16th for a brief Bermuda vacation, sailing with Mrs. Hoover on the *Ocean Monarch*.

ml

Harry Brinkman, past president of NAPL and LTF, also will travel to Europe this summer. He and Mrs. Brinkman and their daughter are scheduled to sail from New York, July 6 aboard the *Queen Mary*. In England Mr. Brinkman will attend IPEX, the 10th International Printing Machinery and Allied Trades Exhibition, to be held in London, July 5-16. He will also tour the continent, checking as he goes on what may be new in lithographic materials, equipment and litho plant operation.

ml

Roy T. Evans, litho salesman with Carl Gorr Printing Co., Chicago, was busy again last month, riding a spring time hobby which has earned him the nickname "Old Shoes"

Evans, along with newspaper headlines anyone could be proud to get. Assisted by fellow members of the Exchange Club, a businessmen's luncheon group, Mr. Evans has, during April, every year since 1938,

directed a drive to collect old shoes, the kind housewives throw out when they're housecleaning. These are turned over to the Chicago Parental School, a correctional institution for school boys, in whose workshops the footwear is renovated and later distributed through public relief agencies.

Last year more than 1,000 pairs of shoes were fixed up in this way and Mr. Evans was hoping to better that record this season. In addition to shoes he also appealed through the press for old clothes, radios and phonographs which would be used in helping the youngsters learn a trade.

Look, No Hands!



SURE, you can ride a bicycle no hands, maybe you can light a fire without matches — or perhaps run your sales figures up without advertising.

But why try to do everything the hard way?

The tried and tested method of paving the way for your salesmen, making their job easier and more productive when they finally get in to see the prospects, is to soften them up in advance with an effective advertising program. And no medium can do the job as well for you in the lithography field as

MODERN LITHOGRAPHY

BOX 31

CALDWELL, N. J.

Member, Audit Bureau of Circulations

Plan for Quality

Creating a new piece of printed matter is an "ad venture" that is always exciting. Like fishing in strange waters, it challenges one's experience, judgment, skill and technique. Success is made easier by suitable equipment, such as Cantine's (Coated) Papers, made by a mill with 67 years experience in coating. "Things look so much better with Cantine's."

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Ashokan
M-C Folding Book
M-C Folding Cover
Zena
Catskill
Velvetone
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Esopus Tints
Esopus Postcard

OFFSET-LITHO

Hi-Arts Litho C.1S.
Zenagloss C.2S.
Zenagloss Cover C.2S.
Lithogloss C.1S.
Catskill Litho C.1S.
Catskill Offset C.2S.
Esopus Postcard C.2S.
Esopus Tints

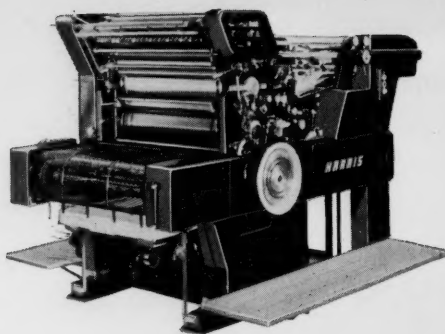
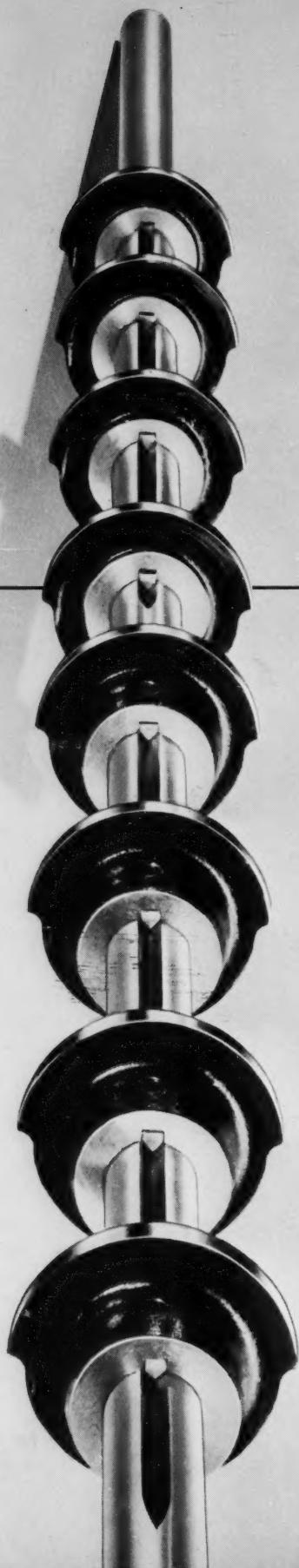
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Cantine's
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Ultra-precise Harris upper feed rolls—heart of the finest sheet-registering system ever put on an offset press.



NOW IN PRODUCTION

23x30" Harris Offset Press

with FEED ROLLS

By popular demand there's a new press in the Harris manufacturing schedule—the Model 128B. "Nominal size" is 21 x 28"—but it handles a maximum sheet of 23 x 30" and prints a maximum image of 22 $\frac{5}{8}$ x 29 $\frac{1}{2}$ ".

And it has feed-roll register!

Now plants with completely different types of work can select a 23 x 30" Harris to meet their exact requirements. The famed Model 128A has three-point register. It's the press for shops specializing in quick back-up, work-and-turn, short-run jobs.

Some shops handle these quick back-up jobs without specializing in them. Their real specialty is long-run or hairline register work. They're the shops who'll want the 128B! It'll give them the speed and extra-precise register they need—thanks to feed rolls.

Ask your Harris-Seybold representative to explain the benefits of feed-roll register. Ask him if *your* type of work can be made extra profitable with a feed-roll 23 x 30" Harris—the new Model 128B. Or write to Harris-Seybold Company, 4510 East 71st Street, Cleveland 5, Ohio.

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